

The REPORTER

of Direct Mail Advertising

NOVEMBER 1952



You gotta aim before you shoot . . . see page 22

The inside story of the list business #3

I wonder if any of you know who the first list broker was. Check me if I'm wrong, but I think it was Lee Bair. I ran into him while I was working on my first job in the list business — with the Educational Lists Company 25 years ago. Bair circulated among the publishers, collecting a 20% commission on the rental of book buyers lists to people like the Little Leather Library, papa of the Book-of-the-Month-Club, Review of Reviews, McKinley, Stone & McKenzie, and the Literary Guild when Harold Guinzberg of Viking Press owned it.

25 Some of the lists these firms used over and over again were the Markus-Campbell Effective Speech Course, the Carl Henry and Bonded Tobacco buyers of denicotinized tobacco, the Davis Fish Company, Prentice-Hall, Robert Collier, Funk & Wagnalls, National Radio Institute and Marlin Firearms.

All of these lists are still very much alive today and still used constantly. Some astronomer might be able to figure out how many billions of names were addressed from these lists in the past 25 years.

25 Lots of other lists like the Falstaff Press and Scribner's Magazine, which were tops in their day, now exist only in their heirs. The Lear list of buyers of "Research in Marriage," for instance, has been just as productive as the old Falstaff list. The two leading literary magazines are still holding the fort after Scribner's demise. Many sport lists are giving mailers good results.

Other self improvement courses have taken the place of the renowned Roth Memory Course, Dr. Elliott's Five Foot Shelf, Elbert Hubbard, P. F. Collier's Mentor Library, and Pelton Publishing Company's "Think and Grow Rich." Over all the years, the inspirational lists have always produced better results for more kinds of mailers than any other, and this group is the largest in our files.

25 Now we are looking forward to some campaigns to match the brilliant ones created by agencies like Sackheim & Scherman, Schwab & Beatty and Ruthrauff & Ryan, who produced headlines like "They laughed when I sat down at the piano," "Have you a grasshopper mind?," "She ordered chicken salad again."

It was much more difficult in those days — not that it's any cinch today — to persuade a list owner to release his list for rental, so there are still little stories in my mind connected with many of the first lists I was able to broker.

25 An amusing one was the Simon and Schuster story. Before the celebrated Edith Walker was in charge of the Book-of-the-Month-Club, a wonderful old fellow named Thompson, who had been with Putnam's mail order department, was the list man. He suggested to me that I run downstairs — this was the famous 386 Fourth Avenue address — and see what an up-and-coming young publisher there, had in the way of names.

So I talked to Leon Shimkin who said, "Sure we have some names." and led me to the ping pong table. Underneath it were several cartons of letters and cards from people who had ordered their book, "Better Golf," and that was the beginning of a long succession of lists including Dale Carnegie's "How to Win Friends and Influence People," and the still extremely active Lasser Tax Guides. Until Simon and Schuster themselves started using mail, the "Your Income Tax" list was probably the most heavily used list of any. The income from the rentals was a considerable factor in drawing up their advertising budget.

25 The Dale Carnegie list reached a total of about 65,000 names and back in 1937 that was a large list — probably the largest high grade list available at the time. It wasn't until the war that quality lists reached the totals they do now.

Another still larger, but different type of list of which there are many similar ones around today was the Margery Wilson list of buyers of a course on Charm. Nix Merriam of McCall's loved it. He also liked lists such as the Berth Robert buyers of semi-finished dresses. I wonder if the cycle will ever swing back to this kind of merchandising. That was a good list. Plenty of dress lists running into the millions of names are still getting results today.

The birth of another list which stands out in my memory was that of an office equipment manufacturer who maintained a list of prospects supplied by their salesmen. The advertising manager had a constant struggle to get money for his budget, so he looked kindly on my idea that he rent the list. But, he said, he had no staff for extra addressing and if I wanted to fool around with the names, I would have to do all the work myself. So I found myself rounding up typists and a supervisor for this ad manager who was foresighted enough to see that the rental income would some day enable him to publish what is now an outstanding house organ. This list, incidentally, has been used by most business mailers as well as publishers over and over again for more than fifteen years.

Anyone like to reminisce some more? Please drop in at 352 Fourth Avenue, and I'll swap with you. And while you are here, I'd like to show you the progress we have made in the past 25 years.

Arthur Martin Karl

names unlimited, inc. • arthur martin karl, president

352 fourth avenue, new york 10, new york, murray hill 6-2454

Let's swap ideas

Match your advertising ideas with these—
and win a \$50 Bond!

Dominates page with 900 line ad!

Would you like to dominate an entire newspaper page with only a 900 line ad? Then try the zig-zag technique . . . which consists simply of buying varying portions of columns across (or partly across) the page. Design your ad accordingly and it practically owns the page . . . at the cost of only 900 lines!

Rudolph Bruce, Advertising Manager,
New England Coke Co., Boston, Massachusetts

Look for the smoothest surface!

There are many times when a smooth finish is considered most undesirable. However, with printing papers, a smooth finish is one of the most important qualities to look for. That's why Kimberly-Clark gives Hifect® Enamel such a bright, satin-smooth printing surface. With Hifect, you're assured of sparkling contrast in halftones, clean, clear



solids—and exceptional durability on the press. For all fine printing jobs—school annuals, colorful mailing pieces, catalogs, recipe books—you can be sure of the best when you specify Hifect Enamel. It's Kimberly-Clark's finest printing paper.

"\$6 bill" gadget does a real job!

Here's an idea that proves how valuable a "gadget" can be if it ties in closely with your promotion theme. We manufacture hydraulic car lifts for service stations and garages . . . lifts that take up about 200 square feet of space. Since it has been established that the use of a lift brings in about \$1,200 extra each year, or \$6.00 per square foot, this became the theme of our promotion. Our "gadget" was a \$6 bill, and we printed thousands of them for use at conventions, as envelope stuffers and as entrees for our salesmen. They're featured in our advertising and all forms of merchandising. Jobbers' names on the back of each bill provide quick



identification. They've done such a wonderful job of promoting the \$6.00 per square foot theme that our company has gained almost universal recognition in a very short time. In fact, this is the most



talked-about stunt in the car service field and we think the idea could well be applied to other businesses, too!

Argus Leidy, Vice-President,
Globe Hoist Company, Philadelphia, Pa.

Puts own name on mailing lists.

Would you like to know if your mailings go out on time? If they arrive in good

condition? If the enclosures are folded neatly? The answers to these and many other questions can be had simply by adding your name and home address to your mailing lists. I have been doing this for years and have discovered any number of important and sometimes surprising things. I also see how it feels to receive these mailings . . . how they look at the "other end." Since the mailing problems are more serious than ever before, I find this simple check-up increasingly important and beneficial.

S. F. Woodbridge, Production Manager,
Bozell & Jacobs, Inc., Omaha, Nebraska

Do you have an idea to swap?

Tell it to Kimberly-Clark!

All items become the property of Kimberly-Clark. For each published item, a \$50 Defense Bond will be awarded to the sender. In case of duplicate contributions, only the first received will be eligible for an award. Address Idea Exchange Panel, Room 259, Kimberly-Clark Corporation, Neenah, Wisconsin.



Products of
Kimberly-Clark

* U. S. REG. U. S. PAT. OFF.
© KIMBERLY-CLARK CORP.

IF YOU WANT YOUR CATALOGUE...OR
BOOKLET...OR HOUSE ORGAN... TO BE
READ FROM COVER TO COVER...

*be sure it
has
a cover*



PREFERABLY, a cover of BUCKEYE
or BECKETT—the good-looking, long-wearing
cover stocks which have long been the first
choice of admen and printers everywhere.
13 colors, 9 finishes, to choose from in the
BUCKETT line; 10 colors, 9 finishes, in the
lower-priced but very attractive BECKETT line.
New sample books on request.

THE BECKETT PAPER COMPANY

MAKERS OF GOOD PAPER
IN HAMILTON, OHIO SINCE **1848**

The Reporter of DIRECT MAIL ADVERTISING

Address all mail to

Editorial and Business Offices

53 Hilton Ave., Garden City, N. Y.

Phone GArden City 7-1837

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Number 7

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Henry Hoke, Editor and Publisher
M. L. Strutzenberg, Circulation Mgr.
Henry Hoke, Jr., Advertising Mgr.

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THE ONLY MAGAZINE DEVOTED
EXCLUSIVELY TO DIRECT MAIL

The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.



representing five financial groups

FINANCIAL RATING	\$500,000 to over \$1,000,000	200,000 to 500,000	75,000 to 200,000	35,000 to 75,000	20,000 to 35,000
APPROX. QUANTITY	21,000	27,000	132,000	210,000	165,000

Five hundred and fifty-five thousand carefully selected businesses... culled from more than 3 million firms in the U. S. . . arranged in 5 sections representing 5 financial groups. A test proven arrangement that allows the mailer greater latitude in working with a general business list. It permits testing of businesses of various sizes to determine what markets best react to his offer. It offers the mailer a way to pinpoint his message to the size firm he can best sell . . . while at the same time avoiding those who, percentage wise, do not respond to his effort. A truly flexible list that has proven its ability to produce consistently during the past few years. \$15.00 per thousand (typewriter addressed).



CREATIVE MAILING SERVICE, INC.

460 NORTH MAIN STREET • FREEPORT, N. Y.

Freeport 9-2431

FREE
\$10 KIT OF
STOCK ART



Four complete Lip books of Ready-To-Use Art—hundreds of different art proofs—absolutely FREE if you'll take a 10-day look at our new monthly art service. Saves time and money, sparks layout and copy ideas. Merely clip and paste up for offset or line cuts. The \$10 kit of spot art given FREE as an introductory gift—request yours on company letterhead. We'll include the current issue of our new art service (only \$4.95 a month) on 10-day approval. No obligation. Write today.

HARRY VOLK JR. ART STUDIO
400 Central Building, Atlantic City, N. J.

Genuine GLOSSY PHOTO PRINTS
Perfect for ADVERTISING, PUBLICITY, PROMOTION!

Many Leading Agencies & Advertisers Use Our Service!

	per 100	per 500	1000 or more
2 1/2 x 3 1/2	2c ea.	1 1/2c ea.	1c ea.
2 1/2 x 4 1/2	2 1/2c ea.	2c ea.	1 1/2c ea.
4 x 5	3c ea.	2 1/2c ea.	2c ea.

Every detail and highlight of your product faithfully produced in our life-like prints! All prints made with white border on full scale, production variable contrast enlarging paper by a new method—using latest high production equipment! 1 Week Service! Copy Negative from Your Photo only 75¢. Enclose Check with Order Plus 10% for Handling, Shipping.

NATIONAL PHOTO REPRODUCTIONS
New Hyde Park 3, N. Y.

HOW TO WIN NEW MAIL ORDER CUSTOMERS IN VOLUME FROM

150M INVESTORS WHO'VE BOUGHT or INQUIRED by mail about STOCK MARKET SERVICE

A "new-face" INVESTMENT SERVICE opens its new house lists for a few special mailers. Producing well for owner, 12¢ per name. Empty envelopes.

Write Dept. K-11 TODAY for MOSELY descriptive card M-4013. (Enclose sample mailing for okay.)

Mosely
MAIL ORDER LIST SERVICE, Inc.
38 Newbury St., Boston 16, Mass.
NEW MAIL ORDER CUSTOMERS IN VOLUME

753,000 ENVELOPES at \$2 per 1,000

753,700 envelopes, 20 lb. white, size 5 x 7 1/2, open end, side seam, gummed flap, plain.

\$2 per 1,000, F.O.B. Nashville (Shipping weight, 12 lbs. per 1,000).

ASINGDON-COKESBURY PRESS
810 Broadway
Nashville 3, Tennessee
Address inquiries to Production Dept.

SHORT NOTES DEPARTMENT

☐ **OCTOBER** was a tough month for this reporter. The exhausting conventions in Washington. Followed by appearance (on better letters) before the Barrell & Drum Assn., the Pharmaceutical Advertising Club and the Long Island Savings & Loan Conference. Then the New York Business Show . . . and trips here and there. But we are beginning to get back to earth. So let's go . . . on the monthly roundup of short notes. New readers (and there are so many of you) should understand that this department ought to be read with a pencil in hand. Check the items on which you or your secretary should do something . . . like write for a sample. If you came to our office and asked, "What's cooking in direct mail?" . . . these are the things we might discuss.

☐ **ATTENTION CIRCULATION MANAGERS!** Please help us uncover another outbreak of divisive propaganda. Ask your Fulfillment or Accounting Department (whichever opens your incoming mail) to be on the watch for business reply envelopes postmarked from Philadelphia and containing three separate pieces of violent anti-Semitic literature. Several of our readers have received this material, which appears to be specially designed for mailing in business reply envelopes collected in the Philadelphia area. Ask your mail openers to save the envelopes and the contents and send the evidence to us for submission to postal inspectors. Several persons are under suspicion . . . but we would like to uncover the culprits as quickly as possible. The material in question is nearly identical with that used by the foreign propagandists prior to World War II. It is ugly stuff.

☐ **CHRISTMAS MAILING TIP:** On October 15, Gordon K. Morrison of Gordon Morrison Letter Service, 805 Jackson St., Amarillo, Texas mailed a Season's Greeting letter from Christmas, Florida . . . offering his customers special Christmas letterheads and letters. You might consider using the Christmas, Florida post office for your holiday messages in December. Arrangements can be made through your lettershop or by contacting the postmaster.

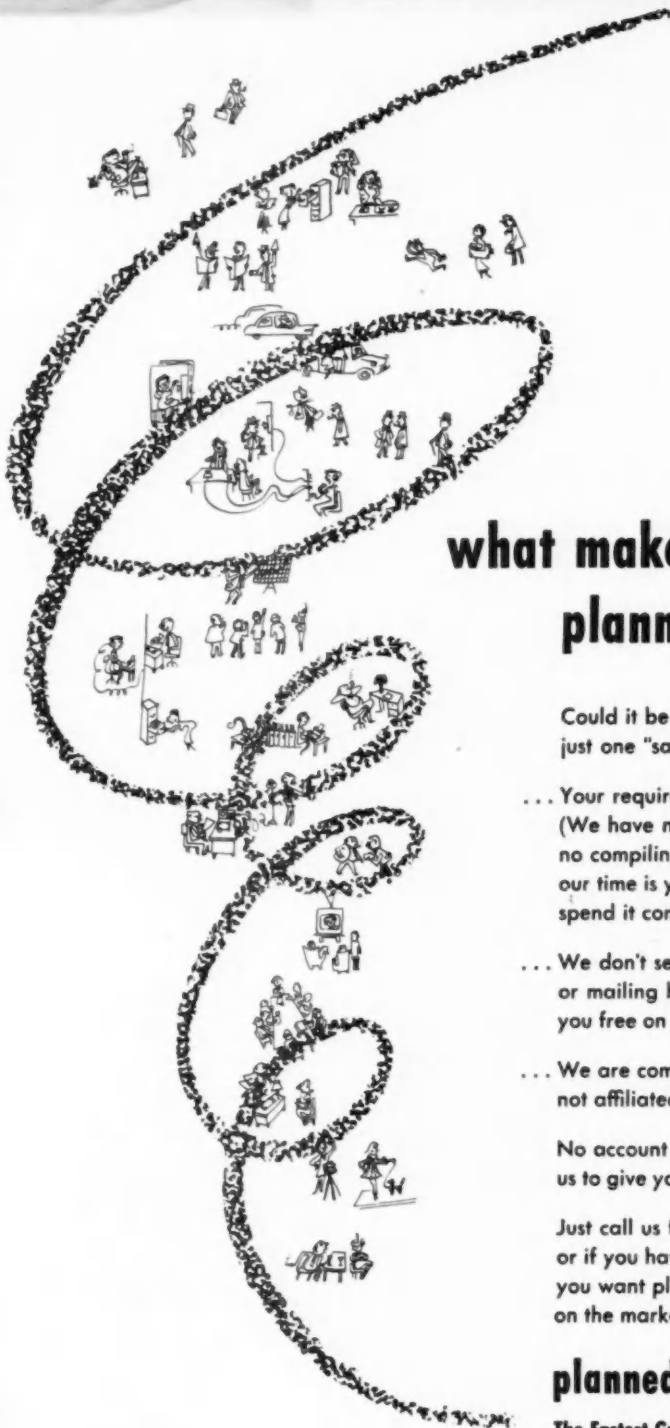
☐ **REMEMBER OUR WARNING** about Christmas-time mailings? Last year many house magazines with holiday covers arrived late in January. Even Christmas gift offers arrived long after the holidays were over. So get your December stuff in the mail early.

☐ **MARKETING**, the weekly newspaper for Canadian advertisers and sales executives (100 Simcoe St., Toronto 1, Canada), started a ten-lesson "Course in Direct Mail Advertising" in its September 20 issue. Those we have read so far are extremely well done. Hope publisher, Margaret Brown, will reprint in booklet form later on. Reporter will be glad to "plug." Incidentally, USA advertisers working in Canadian market should be on subscription list of "Marketing." Cost only \$3.00 per year.

☐ **CORDIALLY YOURS** is the title of a four-page article (starting on page 63) in the October 15 issue of Modern Industry, published at 400 Madison Ave., New York 17, N. Y. It shows what some of the large corporations are doing to improve routine business letters. Well done. After all the campaigning through the years for better letters . . . it is good to see so many magazines devoting so much attention to the subject.

☐ **SPEAKING OF DIRECT MAIL ARTICLES**, the November 1952 issue of Pageant magazine (out October 10) carried a good story about Harry and David Holmes of Bear Creek Orchards, Medford, Oregon. As most of you know, these are the fellows who started the Fruit-of-the-Month Club and other fine fruit selling ventures. The article is worth reading.

☐ **AND TALKING ABOUT FRUIT AND GIFT SELLING** . . . seems like most of the Christmas gift offers were



what makes planned circulation click?

Could it be we have
just one "sacred cow"—our customers?

- ... Your requirements come first:
(We have no company-owned lists . . .
no compiling service)
our time is your time—and we'll
spend it combing the market for you!
- ... We don't sell list maintenance
or mailing house services (but we can advise
you free on various methods).
- ... We are completely independent—
not affiliated with any company or organization.

No account is too small—or too large—for
us to give you personalized service.

Just call us for screened lists . . .
or if you have a good list
you want placed
on the market!

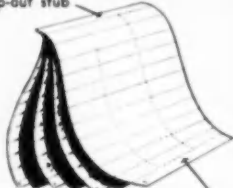
planned circulation

The Fastest Growing Independent List House

19 West 44 Street
New York 36, N. Y.
Tel: MUrray Hill 7-4158

Put your
MAILING-LIST
on "CARBO-SNAP"

Snap-out stub



Bottom safety margin

**Gummed Addressing
Label Sheets
Interleaved with Carbon**

**Makes 2 to 8 copies
with ONE typing**

**NO MACHINES, STENCILS
OR ATTACHMENTS NECESSARY**

Write for FREE sample

PENNY LABEL COMPANY
9 MURRAY STREET
NEW YORK 7, N. Y.

MAILING LISTS
for Every Purpose

1500 DIFFERENT CATEGORIES

Airplane Owners	Fleet Owners
Alumni	Fraternities
Architects	Golfers
Authors, Writers	Govt. Employees
Boat Owners	Home Owners
Brides	Housewives
Brokers	Installment Buyers
Business Executives	Mail Order Buyers
Business Women	Mail Order Houses
Buyers (Store)	Manufacturers
Canvassers	Neighborhood Lists
Car Owners	New Business
Catholic Buyers	New Mothers
Charity	Nurses
Contributors	Office Workers
Church Societies	Political Leaders
Civil Service Lists	Professional People
Clergymen	Purchasing Agents
Clubs & Associations	Religious Groups
Club Members	Retail & Dept. Stores
College Alumni	Scientists
Committeemen	Sportsmen
Major Political Parties	Stockholders
Contributors	Teachers
Corporations Which Buy Gifts	Teen-Agers
Defense Contractors	Television Owners
Door Owners	Top Salesmen
Engineers	Treasurers
Factory Workers	Veterans (Korean)
Farmers	Wealthy Men & Women
	Wholesalers

Write on your business letterhead
for FREE Catalog

DUNHILL INTERNATIONAL
LIST CO., INC.

545 Fifth Ave., N. Y. 17, Plaza 3-0833

mailed earlier this year. A good idea. We have been griping about too-late mailings for a long time. Many of the offers began coming in shortly after Labor Day. The mails were full during October. We have also noticed another trend. Most of the printing is much better than in former years. The food people especially have gone to four-color reproductions. This reporter hopes that all of you gift sellers by mail have a fine season.



□ **THE NATIONAL INDUSTRIAL ADVERTISERS ASSN.** will hold its 1953 Annual Convention from June 22 to 25 at Pittsburgh's William Penn Hotel. A new innovation next year . . . there will be only the official luncheon instead of the customary three. Gives delegates more time for personal get-togethers and reduces over-all cost. Anyone interested in attending the NIAA meeting should get in touch with Executive Secretary Blaine G. Wiley at national headquarters, 1776 Broadway, New York 19, N. Y.



□ **GOOD SHOWMANSHIP** was used by Frank A. Mangelsdorf in a recent letter for Advance Seed Co., P. O. Box 6157, Phoenix, Arizona. Envelope, letterhead and return card were manufactured out of laminated gold stock. Three golden golf tees were enclosed in a gold cover. Don't know how the Post Office liked it, as the addressing was a little hard to read on the gold envelope. Letter was processed in blue and red on the gold background and was very readable. Tied in well with the purpose: to get tee-off shot orders for Gold Tag Grain Sorghums. It would be difficult to overlook this piece in the day's mail.



□ **LAST MONTH**, on page 48, we told you about a fellow who mails a card (to the keeper of the mailing list) to firms who send him direct mail. Wants to have his name removed from the mailing list because his "mail box is getting so cluttered up with advertising material." He is still up to his tricks, so will give you his name . . . Anton F. Bruns, 10740 Woodbine St., Westside Village Palms (Los Angeles 34), Calif. Maybe some of our friends on the West Coast can find out why Mr. Bruns is so opposed to direct mail.



□ **THIS REPORTER** traveled over to Newark, N. J. on October 15 to witness a remarkable experiment in merchandising. Gordon Bass & Company, Inc., distributor for Hiram Walker and

W. A. Taylor products in Essex and Union Counties, took over (for the third year) the grand ballroom of the Essex House. He invited, through direct mail and trade advertisements, all store and tavern owners to see a merchandising and equipment fair, financed completely by Gordon Bass. There were about forty large booths manned by trained demonstrators to show retailers how to improve personal selling, store atmosphere and displays, and how to make advertising pay off. Some of the selected exhibitors pay a small fee for their space. There was one big 48-foot panel showing successful retail advertising from all over the country. Much of it direct mail. It is an exciting way to educate retailers to do a better selling job. Seems like the same idea could be applied in many industries. Had a pleasant talk with Gordon Bass, who developed the idea. He is naturally promotion minded because he happens to be the brother-in-law of the late, famous Bob Collier.



□ **BILLBOARD PUBLISHING CO.**, 2160 Patterson St., Cincinnati 22, Ohio is trying a new stunt to determine to what extent recipients to mailings notice permit indicia promotion copy. On a 25,000 mailing for Vend magazine, a specially prepared postage meter advertising slug was employed. Slug contained dotted line border with small drawing of scissors. Copy within border read: "Clip this stamp to save \$1. Attach to special offer coupon inside." 2.24% of the order forms received were accompanied by the meter imprint. Not very conclusive . . . but the idea is worth watching.



□ **REPEAT FOR EMPHASIS:** Many of you are having trouble with Form 3547. You are receiving postage due cards improperly filled out by the postal clerks. Some of you have received cards without any information whatsoever. The Post Office Department is trying to correct the situation. It has told the clerks through the Postal Bulletin that the new addresses must be filled out properly and must include all information, such as codes on the original address. If you receive incorrect cards, kick to your local post office or send the evidence to Nelson Wentzel at the Post Office Department in Washington, D. C. If you receive cards without any information, demand from your local post office a return of the money you have paid.



□ **THE POST OFFICE DEPARTMENT** is having a hard time getting the post office personnel acquainted

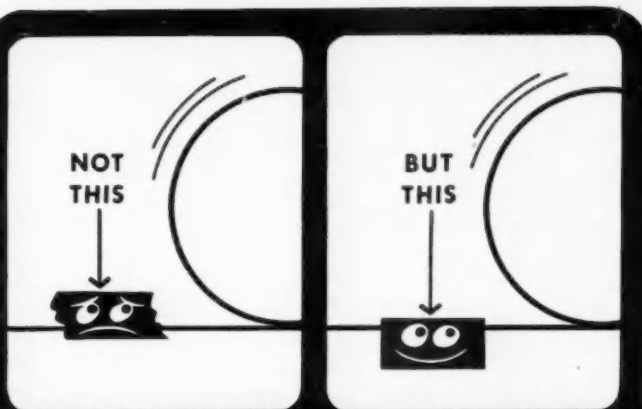
with the readjustment of the postal service. Seems like postal clerks have been returning incorrectly addressed first class matter even though the correct address was well known. A recent Postal Bulletin carried this information: "These instructions (original discontinuance of directory service) did not contemplate or intend, under any circumstances, or at any post office, that mail matter of any class would be returned to the sender as undeliverable if the location of the addressee was known to the postal employees handling it, regardless of whether the correct address of the addressee appeared on the wrapper." Postmasters have been advised to emphasize these directions to all clerks. They have also been instructed that all mail matter which is subsequently scheduled for return to sender must first be carefully examined by an experienced distributor in order to avoid the return of any piece which can be delivered. Seems like this is a step in the right direction.



□ **LIST CLEANING** is an important problem these days. Especially since Form 3547 is not handled too well by post office clerks. United Air Lines, Advertising Department, 5959 S. Cicero Ave., Chicago 38, Ill. conduct a list-cleaning effort once a year. Ad Director E. A. Raven reports that their last mailing of double post cards brought a 21% return. But nearly 4% of those cards were from people who did not fully read the card, which was to be returned only if the address was incorrect. 17.2% of the cards were returned, indicating that corrections should be made, names taken off the list, or that duplications were involved. Of the 17.2% . . . approximately 55% were corrections and 45% removals. Duplications amounted to only 66 cards.



□ **CHAIN MAILINGS** are unlawful . . . and you better not participate in them. A recent item in the Postal Bulletin repeated previous instructions from the Solicitor. Postal clerks are instructed to withdraw from the mails any postal cards using the chain technique, such as "In 3 days make 6 copies of this card leaving off the first name and adding yours to the bottom. Mail to friends. Send the top name 1 tea towel. Please do not fail to do this. You will receive 36 towels when your name gets to the top. It's fun to see who they come from. Pin your name on the towel you send." The post office will even remove from the mail any postal cards involving prayers which contain a threat of bad luck to those breaking the chain. When the cards used involve money or property of a substantial value, they will be referred to the Solicitor's office for more strenuous action.



Why REcessED OFFSET means PRINT SHOP Quality for the life of the master

During initial "wetting out," the exclusive and unique multiple coatings of A. B. Dick direct image masters swell imperceptibly to hug the image. In effect the image becomes recessed for protection—escapes possible squashing. The result is print shop quality for the life of the master—copies to satisfy the professionals.

For more information about REcessED Offset and the complete line of A. B. Dick lithograph supplies plus pre-sensitized photographic plates just mail the coupon below.



A · B · DICK

THE FIRST NAME IN DUPLICATING

A. B. DICK COMPANY, Dept. R-1152-0
5700 Touhy Avenue, Chicago 31, Illinois

Without obligation please send me more information about A. B. Dick
☐ direct image . . . ☐ photo-offset products for offset duplicators.

Name _____ Position _____

Make of Offset Duplicator _____

Organization _____

City _____ Zone _____ State _____

**If it's bound
by Sloves—
it's bound to be
Outstanding—**

call
SLOVES
for
**FREE
IDEAS**

portfolios
sales kits
easel binders
merchandise-
presentations

Algonquin 5-2552

Fastest Service
in Town

SLOVES
**MECHANICAL BINDING
CO., INC.**
601 West 26th St. N. Y. 1

PONTON'S CONSUMER LISTS
FOR
BEST RESULTS

- 1,725,000 PROFESSIONAL PEOPLE
- 4,000,000 BUSINESS EXECUTIVES
- 15,000,000 HOME OWNERS
- 26,000,000 HOME MAKERS
- 10,000,000 CAREER WOMEN

W. S. PONTON, Inc.
50 East 42 St. New York 17, N. Y. MU 7-5311

THE DAVENPORT PRESS, INC.

*a suburban
letter press plant
producing
quality printing
publications
commercial
black and color
at fair prices
since nineteen
twenty-four*

MINEOLA, LONG ISLAND, N. Y.

□ **PAPER MONEY** cannot be reproduced for advertising purposes. Some advertisers were confused by the 1951 Congressional Amendment to the law to permit illustrations of United States and foreign coins for advertising purposes. The Amendment did not eliminate the prohibition against the illustration of paper money. So you will get in trouble with the Secret Service if you do not follow the law.

□ **TIP FOR POSTAL INSPECTORS:** You recently issued a fraud order against a fellow in Hollywood, Calif. who had been using the mails to promote pornographic material. The same identical material, using the California illustrations and dripping descriptions, is now being mailed under another name from Springfield, Ill. although some of the envelopes are postmarked Brooklyn, N. Y. Our dummy names prove that the Hollywood list has been shipped either to Springfield or Brooklyn.

□ **ALSO FOR POSTAL INSPECTORS:** There is a fellow out in Far Rockaway, Long Island, who is sending out some terrifically bad stuff . . . offering nude photographs. The peculiar part about this case is that circulars are sent in response to inquiries for a catalog. The inquirers think it is a responsible catalog house. Such tactics give direct mail a black eye.

□ **ANOTHER HONORABLE MENTION** for doing a good educational job. Last month we mentioned several companies who have been showing their dealers how to use direct mail. This month there should be a pat on the back to Art Steel Sales Corp., 170, W. 233 St., New York 63, N. Y. President Joseph Burger has just issued a 42-page, 6 x 9 inch booklet to all dealers for Steelmaster office equipment. It gives the story of direct mail promotion and how dealers can profit by using it intelligently. Explains carefully how to build mailing lists; how to work with the buy production; how to work with the post office; how to design and write. In other words, it is an abbreviated course in direct mail strategy. The booklet was researched and written by Janet E. Gibbs, formerly advertising manager of Ever Ready Label Corp. and now a consultant, located at 320 E. 42 St. New York 17, N. Y. Reporter readers can obtain a copy by writing above.

□ **IF IMPORTED TYPE FACES** interest you . . . write to Bauer Alphabets,

Inc., 235 E. 45 St., New York 17, N. Y. and ask for the new condensed catalog featuring all the original imported type faces and ornamental material carried in stock for prompt shipment.

□ **SOMETHING NEW** in department store advertising was a full-page ad in the Sunday New York Daily Mirror by Hechts, 14th St. at 6th Ave., New York. This was not direct mail but it might make a good direct mail idea. The page was headed "Cats, dogs, white elephants, lemons, too, sale." Then a few lines of copy about mistakes they had made in buying and why the store had to get rid of these items. The rest of the page was made up of simulated classified advertising . . . all in humorous fashion.

□ **GET THE TENTH ANNUAL REPORT** of The Advertising Council by writing to T. S. Repplier, president, at 1200 18th St., N. W., Washington 6, D. C. An excellent 36-page, 9 x 12 inch presentation of how The Advertising Council formed during the war years, has put advertising to work to help on government or public projects. A job deserving a pat on the back.

□ **FIND SOME EXCUSE TO WRITE** to Rowland Brandwein, advertising consultant, 143 E. 35 St., New York 16, N. Y. He has a beautiful, unusual and most distinctive letterhead on deckle edge stock. Typography is excellent and the eye-stopper is what appears to be an ink splotch at the center of eye attraction.

□ **A TRICKY WAY** to get striking color effect on an ordinary postal card was dreamed up by Don Miller or Jim Girdwood of Electronics magazine, 330 W. 42 St., New York 36, N. Y. On a multigraphed notice to advertisers about November issue closing date, they tipped on a die-cut reproduction of the Electronic Buyers' Guide. The die-cut material must have printed promotion and some previously printed promotion and was used to get attention for short-run notification card. Good idea.

□ **CORRECTING AN ERROR.** We got a kick out of the letter sent by Edward Sand of Parents magazine to the members of the Hundred Million Club

of New York in behalf of The National Association of Magazine Publishers, Inc. The first four lines were crossed out with a red pencil. They read: (1) Due to circumstances beyond our control, it . . . (2) Please accept this apolog . . . (3) We wish to express our sincere disappoi . . . (4) An error at our mailing house resulted. Then the letter continued: "Oh, what the heck—let's face it." Ed then explained that in a previous mailing someone forgot to include the circular with part of the letters, so an additional mailing was necessary.



□ **WHAT MAKES PEOPLE CARELESS?** Leo P. Bott, Jr. (advertising), 4 E. Jackson Blvd., Chicago 4, Ill. received a government postal card postmarked from New York on September 19. It was addressed to the code used in his advertisement in *The Reporter*. There was nothing whatsoever on the message side of the card. He thought it was a joke with an invisible message, so used the acid and flame tests without success. Someone must be wondering why Leo is so discourteous.



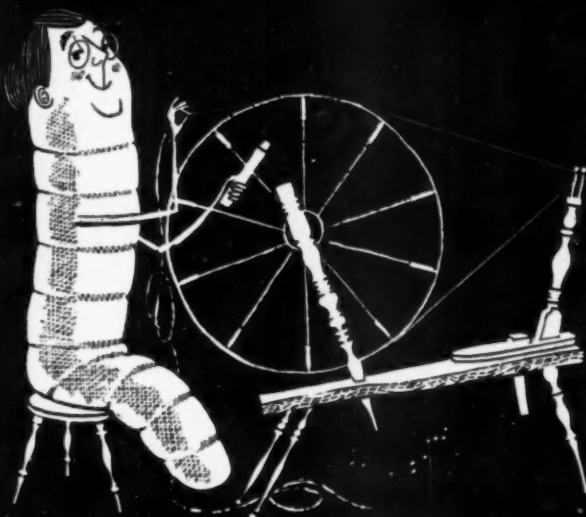
□ **ADVERTISING WEEK** is to be celebrated throughout the United States during the week of February 15 to 21, 1953. It is being fostered and promoted by the Advertising Federation of America and the Advertising Association of the West for simultaneous promotion of advertising's recognition throughout the nation. The AFA (330 W. 42 St., New York 36, N. Y.) has mailed to advertising clubs a mimeographed portfolio giving a detailed blue print for handling publicity. Portfolio also contains examples of the successful promotions started by the Milwaukee (Wis.) and Memphis (Tenn.) Clubs, the originators of the Advertising Week idea.



□ **THANKS TO THE SEATTLE** (Wash.) Chapter of the Mail Advertising Service Assn. for helping *The Reporter* to grow . . . but more important, for embarking on a very good public relations effort. Just recently the Seattle MASA ordered three subscriptions and three sets of Reporter booklets to be donated to the Department of Journalism at the University of Washington and to the Business Departments of the two Seattle Public Libraries. That is a good way to get the students in Seattle better acquainted with direct mail.



□ **NOVELTY MAILINGS** seem to be getting more popular. John J. Ander-



IF SILKWORMS MADE NYLON

—THERE MIGHT BE NO NEWS ABOUT IMPRESSION PAPER FOR MIMEOGRAPH, OFFSET AND SPIRIT DUPLICATORS . . .

Just as a silkworm can't make nylon, you can't make quality impression paper on a paper machine designed to make other kinds of paper. To make a variety of papers on one machine means a compromise.

Now a paper making machine has been redesigned and rebuilt specifically to produce A. B. Dick impression papers—impression papers made to satisfy exacting specifications based on nearly 70 years' experience in the field of duplicating.

The net result is impression papers that handle faster, easier, and more economically—impression papers that have bright, clean color—impression papers that hold copy clear and sharp.

For more information, simply mail the coupon below.



A. B. DICK

THE FIRST NAME IN DUPLICATING

A. B. DICK COMPANY, Dept. R-1152-P
5700 W. Touhy Ave., Chicago 31, Ill.

I'd like to know more about A. B. Dick impression papers.

NAME _____ POSITION _____
ORGANIZATION _____
TYPE OF DUPLICATOR _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Picture of with an a man IDEA!

Pretty clever lad,
that Jurgenson. (That's
him on the southeast end
of the see-saw). Leave it to
him to come up with the exactly right
idea that can make a tough problem
easy as fallin' off a log... or balancing
an elephant, as the case may be.
Even at that, "Jurg" is no different
than the rest of the gang at Garden
City. They're all envelope experts!
Got a tough problem? Need a new, different,
off-the-beaten-path idea? Need terrific service, in a
terrific hurry? Just call G. C. It's as easy as that!

SPECIALISTS IN ENVELOPES AND OUTSTANDING SERVICE

CORRESPONDENCE & SOCIAL
POSTAGE SAVER & WINDOW
AIR MAIL & BUSINESS REPLY
SPECIAL RETURNS

REMITTANCE
OPEN SIDE BOOKLET
OPEN END CATALOG
OFFICE USES & MAILING

These are but a few of the many envelope and envelope products available to you.



GARDEN CITY ENVELOPE COMPANY

3001 N. ROCKWELL ST. • CHICAGO 16, ILLINOIS • PHONE CORNELIA 7-3600

You can't help saving plenty

One girl with a Davidson
will fold:

500 statements in 5 minutes...

1000 form letters in 9 minutes...

6000 stapled forms in 60 minutes...

That's why you'll save plenty even though you have very little folding work...
why your Davidson will quickly pay for itself even though you use it but one day
a month. Any girl can operate it. Easily adjusted for various folds.
Handles light and heavy paper up to 10" x 14".
Want details? Write today for free booklet.

Davidson
FOLDING
MACHINE

DAVIDSON CORPORATION
A SUBSIDIARY OF MERGENTHALER LINOTYPE COMPANY
1048-60 W. Adams Street, Chicago 7, Illinois

son, manager of the Laundry Equipment Department of Westinghouse Electric Corp., 246 E. Fourth St., Mansfield, Ohio sent us a set of miniature plastic Westinghouse laundry twins—the Laundromat and Electric Clothes Dryer. The miniatures are designed as salt and pepper shakers. Westinghouse has been supplying their dealers with these miniatures to give to hot prospects or new buyers of the laundry equipment. The demand on the part of the dealers has been terrific.



□ **TWO NEW VOL. 1, NO. 1 HOUSE MAGAZINES** crossed our desk this month. Both well done. Home & Highway, 5¼ x 7¼ inches, 32 pages, published by Allstate Insurance Co. (a subsidiary of Sears, Roebuck), 3245 W. Arthington St., Chicago 7, Ill. A quarterly to be mailed to 1,250,000 readers. Sawdust is a 4-page, 8½ x 11 inch magazine which will be published monthly by the Homelite Corp., Port Chester, N. Y. To be mailed to the dealer organizations.



□ **BONER!** We won't mention names but one advertising manager in the United States ought to be shot. He shipped to one of his dealers in Canada a supply of double post cards with the imprint of the dealer appearing on the return portion. The dealer, in complete innocence or ignorance, mailed the post cards to his Canadian customers and prospects. The boner was... the return card was a permit business reply card available only in the United States. Such things shouldn't happen.



□ **ANOTHER BONER!** Just saw a special letter to electrical engineers. The two-pager made quite a to-do about turning down subscriptions from people who were not members of the "profession." But the fellow who sent us the evidence said the closest he ever came to being an electrical engineer was when he helped his kid put a toy train together. He is the sales manager of a large organization and doesn't know how he got on the list. When you make a special, restricted offer... it helps to have your list correct.



□ **POOR PLANNING** wrecks a lot of direct mail efforts. A friend of ours asked us to explain why three separate mailings to 5,000 names received a response of exactly zero. The mailings offered "amazing economy" for litho-

graphed letterheads. Our analysis: the whole thing was wrong. He used a poorly designed and printed self-mailing circular instead of a letter with a letterhead which showed the offered quality. The order form was for only 1,000 letterheads. Very few people order as few as 1,000 letterheads. The "amazing economy" price was very little different than the price available from a convenient local printer. The order form also emphasized that cash must accompany each order. Very few business firms buy printing for cash in advance. Fifteen thousand pieces went down the drain because of an illogical selling plan.



□ A CONSISTENT POST CARD advertiser is J. L. Morrison of Corbin and Morrison, Inc., 116 Lawrence St., Brooklyn 1, N. Y. He operates a professional men's telephone exchange. He recently sent us samples of eighteen different post cards which he has been using to solicit customers for telephone answering service. All well done. He is using third class permit since postal cards were increased to 2c.



□ PLANNED INDUSTRIAL PUBLICITY is the name of a new book authored by George Black, who is public relations director of Cooper Alloy Foundry Co., Hillside, N. J. The book analyzes the need for a planned program; describes all important details of how to create an effective program; discusses the integration of publicity with sales promotion, public relations and market research. A good textbook. Published by Putman Publishing Co., 113 E. Delaware Place, Chicago 11, Ill. Price \$2.95 per copy at your bookstore or from the publisher.



□ THE NEWSLETTER of the Public Relations Division of the Canadian Postal Service recently carried a good direct mail case history. Six years ago a dry cleaning establishment started in business with the manager and his three sons as the entire personnel. They advertised by direct mail only. No other means of advertising was used. They now have eight shops and a staff of 200.



□ A CLEVER MAILING by Hub Mail Advertising Service, Inc., 79 Cambridge St., Boston 14, Mass. caught our eye in this month's mail. A four-page circular titled "How We Are Addressed." Shown on the first page



*The letterhead paper you'll find
in offices where decisions count*

Men who contribute to our way of doing things, present and future, know the importance of selecting the proper letterhead to represent them. That's why thousands of progressive firms choose Cockletone Bond. Executives prefer its sturdy feel . . . its lively crackle . . . the rich shade of pure white.

The moderate cost of Cockletone Bond will surprise you. Why not investigate the advantages of appointing this outstanding letterhead paper as your business representative?



You can obtain business printing on Hammermill papers wherever you see this shield on a printer's window. Let the Guild sign be your guide to printing satisfaction.

SEND THIS COUPON for the FREE Cockletone Bond Portfolio. It contains a wide assortment of good, modern letterhead designs. You'll find it helpful in improving or redesigning your present letterhead. We will also include a sample book of Cockletone Bond.

Hammermill Paper Company, 1621 East Lake Road, Erie 6, Pennsylvania.

Name _____

Position _____

(Please write on, or attach to, your business letterhead.)

TR-NOV

LOOK FOR THE *Cockletone* WATERMARK

Your Letterhead is part of your ADVERTISING PROGRAM

IT ADDS ADVERTISING VALUE TO ALL CORRESPONDENCE

The value of advertising is measured by number of contacts made. Every contact made by your letterhead can and should have advertising value.

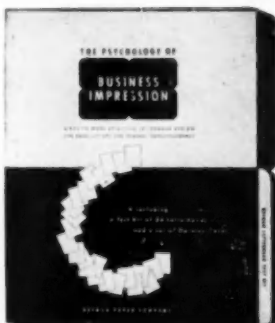


IT BACKS UP YOUR ADVERTISING PROGRAM

Some companies print their advertising slogan on their letterheads as a tie-up. All companies should match the typographic style of letterheads and their advertising signature.

IT IS A COMPLETE ADVERTISEMENT

A good letterhead is planned like a good advertisement to inform the reader, identify the company, and create a favorable selling impression.



Many advertising executives participated in the nation-wide Neenah Letterhead Test. With thousands of other business and professional men, editors and publishers, they read *The Psychology of Business Impression* and studied the Test Kit of 24 basic letterhead treatments. Their preferences were registered on opinion cards. You can use this practical method of clarifying letterhead ideas

in your own office. To get a free copy of the portfolio, check the coupon below, sign your name, and attach to your letterhead.



NEENAH PAPER COMPANY
Neenah, Wisconsin

COURTESY COUPON

- ☐ The Psychology of Business Impression, Letterhead Test Kit, and Opinion Cards.
- ☐ Neenah Pattern Kit, a guide to the four grades of Neenah Ledger, with punching, perforating, and ruling guides for use in designing special forms.



SIGNATURE _____

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are pictures of the officers, named Leo Bernheimer, Jr., Melvin Rivkind, Walter Bernheimer, Harvey C. Simon and Gerald Posner. On the inside pages there is a montage of addressed envelopes showing all the crazy and inaccurate ways these fellows have had their names misspelled. The copy tie-up: "We don't care what you call us . . . just so you call us."



☐ MARY SINGLETON is editor of Snap Shots, monthly house magazine of the Georgia Power Company, 464 Electric Bldg., Atlanta, Georgia. She thought of a neat stunt for the September 1952 issue. When reader opened to the center spread of the eight-page, newspaper style publication, a loose red feather fell into their lap. And on the center spread was an editorial describing the Red Feather Campaign for the Community Chest . . . asking everyone to cooperate. A simple idea, well executed.



☐ DUPLICATIONS are still annoying a lot of people. Warren Smith of Kingston, N. Y. showed us at the Washington DMAA Convention, three envelopes received in the same mail from a big New York publisher. He hadn't taken the trouble to open any of the pieces. He was just annoyed.



☐ THERE IS ANOTHER RASH of promotions offering to make people rich if they go into the "mail order business." It is all very simple. You pay \$25.00 for a "franchise." You are supplied with free copy which you process and mail out. You don't have to stock any merchandise. When the orders roll in, you send them to the promoter who ships the goods . . . and you keep the "profit." So simple! The joker is: if the proposition is such a sure-fire money maker, why doesn't the franchise seller keep it to himself? Why doesn't he take the risk of making the mailings to get the orders? These rackets should be stopped.



☐ WATCH OUT FOR THIS RACKET: We are getting more and more examples of some publications under various names soliciting manufacturers for "news stories." The editor asks for photographs and short descriptive items. Buried in the letter is a statement that a charge of about \$15.00 will be made to cover expenses of reproduction. Several outfits are operating in Philadelphia and a new one recently started in

Peoria Ill. It is an obnoxious operation, but probably not illegal.



□ **ANOTHER RACKET TO WATCH.** Seems like a few people with larceny in their hearts are trying to make suckers of mail order sellers. They check the ads in mail buying section of magazines. Instead of sending an order they write a letter saying that they didn't get the material previously ordered for which a check had been mailed. Want a replacement. In one recent case, such a letter was received at a coded address from a new insertion in a prominent magazine which had just reached subscribers and before any actual orders had resulted from the insertion. If any of you mail order people have had similar experience, send the evidence to us.



□ **FOREIGN MAILINGS** seem to be coming back into style. Carl G. Vienot (advertising) of 134 Summer St., Boston 10, Mass. recently mailed a letter promoting his own services from Madrid, Spain. Life magazine mailed a subscription appeal, tied around next year's Coronation from London, England. Bloomingdale's (New York department store) dispatched a letter from Paris about famous wines and cognacs being purchased for Bloomingdale's customers. Macy's (New York department store, also used a Paris postmark and French stamps for a simulated handwritten message from a traveling buyer visiting famous couturiers. These foreign mailings if not overdone, certainly get attention.



□ **COMMEMORATIVE STAMPS** are also getting more attention. Quite a few companies are using first day covers and tying in their copy with the idea behind the commemorative stamp. One of the best jobs we have seen recently came from Schneidereith & Sons, 208 S. Sharp St., Baltimore 1, Md. using the stamp celebrating the 500th Anniversary of the printing of the first book—the Holy Bible. A beautifully printed, 3-1/4 x 7 inch booklet gave a brief history of the growth of printing. An impressive, dignified job.



□ **R. RANDOLPH KARCH** has authored a new book for folks in the graphic arts business. 140, six-by-nine inch pages plastic bound. Titled "Basic Lesson in Printing Layout." It is intended to be a book for beginners. Published

(Continued on Page 42)

Don't be a Dictator!

Cut your
Correspondence
Costs 40%

A TYPICAL BUSINESS LETTER COSTS \$1.00	
DICTATOR	.40
Stenographer	.38
Overhead	.16
Mailing	.033
Filing	.015
Stationery	.005
Supplies	.004
Ribbon	.002
Carbon Paper	.001
TOTAL COST OF LETTER \$1.00	

EVER FIGURE OUT what a business letter costs? Well, take a look at that chart. At the top of the column is the high cost of dictation—40c, or 40%—your cost. Add your stenographer's time, and these two items alone represent about 78% of your correspondence expense.

Nothing can be done about that, you say? Oh, yes you can...with Auto-typist! Your routine correspondence—sales, service, collections, and the like—can be processed with this modern business machine that automatically turns out individually typed letters personal as your signature!



Auto-typist

MODEL 5060

Models To Meet Every Requirement



Model 5030 Selector

Operates any typewriter. Permits pushbutton choice of 5-20 different letters.



Model 5100 Space Saver

For smaller office. Automatic operation of any electric typewriter.

Auto-Typist Dual Selector contains two large record rolls carrying 100 or more prepared paragraphs. By merely pushing buttons, operator selects the paragraphs to be typed, choosing them in any sequence. Auto-typist runs them off just like a player piano... stopping automatically, anywhere in the body of the letter, so that names, amounts and dates can be inserted manually to keep the letter completely personal. Auto-typist 5060 operates any typewriter, manual or electric. Send coupon for your free literature.

AMERICAN AUTOMATIC TYPEWRITER COMPANY

614 North Carpenter Street, Dept 211, Chicago 22, Illinois

Please send me full information on the Auto-typist and your free "How to Use" Booklet.

Name

Firm

Address

City Zone State



GOT AN ENVELOPE PROBLEM?



provide the answer!

Five factories and over 100 sales representatives are equipped to handle your usual . . . and unusual . . . envelope requirements. Write us your needs today.

TENSION ENVELOPE CORPORATION

922 FIFTH AVENUE
NEW YORK 36, N. Y.

5001 SOUTHWEST AVENUE
ST. LOUIS 10, MISSOURI

128 NORTH 2ND STREET
MINNEAPOLIS 1, MINN.

1912 GRAND AVENUE
DES MOINES 14, IOWA

19TH AND CAMPBELL STS.
KANSAS CITY 8, MISSOURI

A STATEMENT BY DMAA PRESIDENT, LESTER SUHLER

Reporter's Note: The president of the Direct Mail Advertising Association (pictured on cover last month) is a busy man with his work at Look and Quick . . . but he has jumped into his new job with speed. Non-member readers of The Reporter might like to read his first statement to the members. Les Suhler, incidentally, is resigning as President of the New York Hundred Million Club to enable him to devote more time to DMAA. He will continue to serve as a member of the Board of the Advertising Federation of America and of the Associated Third Class Mail Users.

A new publication, the DMAA NEWSLETTER to be issued on the 1st and 20th of each month to the 2,000 members of the DMAA will be launched with the December 1st issue under the guidance of Bulletin Committee Chairman, Roger Clapp of Linton Brothers and Co., Fitchburg, Massachusetts.

As an expanded service to members the NEWSLETTER will bring announcements to members, news of the Direct Mail industry, and will from time to time include special reports showing current samples of good Direct Mail, and results of research studies.

In addition to the establishment of the DMAA NEWSLETTER, we are extending general services to members to include broad research activities in the Direct Mail field under the direction of a capable committee headed by Lewis Kleid of Lewis Kleid Co., New York. The research will take the form of continuing study which will cover all phases of Direct Mail, copy preparation and planning, the mechanics of production, the maintenance and use of mailing lists, and the readership and effectiveness of Direct Mail.

DMAA intends to compile the results of these continuing studies into a booklet form to distribute to new members and educational institutions having a special interest in Direct Mail. Our Educational Committee un-

der the Chairmanship of DMAA Treasurer, Herbert Buhrow, plans to put into effect the studies made in recent years by several committees. The Public Relations Committees under the guidance of Whitt Northmore Schultz of Northmore's Home Products, Highland Park, Illinois, will do a strong industry job for DMAA. Our newly appointed Membership Campaign Chairman, Irving Silverman of Esquire-Coronet already has under way the preparation of new appeals to secure memberships based upon the 1953 new activity of the Association. With the expanded activities of DMAA, I hope that each member will consider himself a committee of one among his Direct Mail friends to secure new members in supporting Irving's over-all campaign.

A new Administrative Committee under the guidance of American Vice-President, Larry Chait of Time, Inc., New York, will give special attention to follow-through on all Administrative operations of DMAA in coordinating the activities of the many committees into a finished package for our membership.

Even at DMAA, budgets are important and under Finance Committee Chairman Herb Buhrow, the expenditures of the past two years are being studied and a new '53 budget made to take care of expanded committee activities and still live within our total income. Because many members were interested in the subject of keeping dues current or for an increased dues structure, this will have the serious attention of the new Board of Directors.

The general growth of DMAA in recent years has brought a need of closer cooperation with other associations. We plan to work especially closely with MASA which shares our Convention dates and facilities. Another committee will work closely with NIAA and AFA. Especially the Speakers' Committee under Chairman

Joe Russakoff, Vanguard Advertising, 15 E. 40th Street, New York, will offer a list of speakers to Associations, Advertising Clubs, and other groups wanting a speaker on some certain subject. Almost any speaker on the list would be able to handle any one of four or five subjects.

Over past years DMAA workers did an especially good job with the Convention. Under the direction of May VanderPyl we are already laying plans for the 1953 Convention to be held in Detroit, September 30th, October 1st and 2nd.

Perhaps the greatest stride made by DMAA recently has been the closer association with the officials and staff of the Post Office Department in Washington. When Postmaster General Donaldson went out of his way to present his completely documented report at the DMAA Convention, it marked the Post Office Department down in the DMAA book as being fully appreciative of our problems and anxious to work with us. There is a lot of room for DMAA to work closely with the people in Washington to get full cognizance of the tremendous value which printed advertising has offered to the nation in the improvement of literacy and educational levels, a better standard of living and a fully informed public. As Postmaster General Donaldson has often pointed out the net cost of operating the department is small in comparison with some of the other divisions of the government. A new postal Legislative Committee in being appointed to continue the close relations with Washington. As in the past, the important Postal Volume Committee will be headed by Horace Nahm. The mails are such an important instrument of the American way of life that I hope DMAA will be a strong united force in studying postal affairs that affect advertising and communications.

WHAT DOES MANAGEMENT EXPECT FROM DIRECT MAIL?

By Paul T. Babson

Well, you and I both know right off the bat that there just isn't any pat answer to that question. To begin with, there is no such thing as "Management" in a definite collective sense which would enable me—or anyone else—to speak for it with any high degree of either accuracy or authority.

If you will narrow the question down to that segment of Management with which I am most familiar—a segment whose very life blood flows from the heart of mail-order selling—I can answer it simply and clearly.

In *that type* of business, "Management expects Direct Mail to bring in new business on a profitable basis, and to build company good will and prestige as a by-product."

There you have it all wrapped up in a neat little one-sentence package—"Management expects Direct mail to bring in new business on a profitable basis, and to build company good will and prestige as a by-product." It's almost too simple—in fact it is too simple for any general answer to the question, because there are many other types of "management" that expect something quite different from Direct Mail.

Also, as we broaden out a bit in our consideration of this question, let us all bear in mind the obvious—namely, that Direct Mail is a much more useful sales tool in some lines of business than it is in others.

I was brought up on John Howie Wright's famous slogan, "*Anything that can be sold, can be sold by mail.*" And in a general way, I still believe in it. But not even John Howie ever claimed that mail selling was the *best way* to solve every sales problem.

To my way of thinking, however, there are mighty few lines of business

where Direct Mail cannot *help*—and help substantially—in solving the overall sales problem—if management will just give it half a chance.

This brings up the question of Management's attitude toward Direct Mail and on that point—as you well know—there are "variations of considerable magnitude" as the scientists would say.

As a matter of fact, if *any* management is going to get full benefit out of Direct Mail, it must approach its use sympathetically. Management must work *with* its Direct Mail manager or advisor—not use up its energies in trying to prove that he is wrong. Also, management must be willing to back up its mail selling efforts with reasonably substantial budget appropriations.

You just can't kill giants with birdshot. To be sure, you can't kill them with howitzers either unless your aim is good—but first you have to have the proper equipment and a reasonably adequate supply of ammunition. That, management must provide be-

fore it has a right to expect much of anything from Direct Mail.

On the other side of the fence, it is equally important that the exponents of mail selling—be they super-salesmen of the industry or ambitious Direct Mail managers trying to build up their jobs—do not "over-sell" their product to a cautious and questioning management.

Many times, over my years of selling and management experience, I have seen Direct Mail receive a very serious "black mark" in the eyes of management—not because it failed to give a reasonably good account of itself, but merely because it did not live up to exaggerated and unwarranted expectations.

So let's not be too quick in joining Henry Hoke and others in their rather broad-scale criticism of Management for its sometimes negative attitude toward mail advertising. Perhaps it is merely a case of the burned child dreading the flame.

When you get down into the specific operating detail of Direct Mail, I agree



Paul T. Babson . . .

Reporter's Note: Whenever Paul Babson appears on a program . . . you are bound to hear some sound thinking. The DMAA Convention in Washington was no exception. So we are giving you here the ideas of the Chairman of the Board of Standard & Poors, the President of United Business Service and the Director of a long list of corporations. Paul looks, talks and acts like "management."

fully that management should look to its mail selling specialists—employed either directly or on a consulting basis—for leadership and guidance. If that “leadership and guidance” proves to be poor, then management must try some new leadership or a new consultant—but it shouldn’t damn Direct Mail simply because some workman did not select his tools wisely or use them well.

As I said a moment ago, really good results from Direct Mail can only be attained when Management and the operating technicians are “in tune.”—When an accurate and informed understanding of Direct Mail exists in the minds of management, and when management, in turn, is willing to give both policy support and financial support in reasonably generous measure.

Then, and only then, is management likely to get what it considers a “proper return” for the time, money and effort put into mail advertising.

That, my friends of the Direct Mail Advertising fraternity, is a mighty important point for you to keep in mind. It may well be fully as important for the success of your department, and perhaps the safety of your job, for you to properly educate your “boss” on mail advertising as it is to write a successful sales letter to your firm’s customers.

After all, “Management” is not an impersonal thing—it is just “some other human beings” who need to be convinced, much the same as customers do.

Some of you may feel that I am talking mostly in generalities. And in a measure, that is true. Obviously there are more detailed and specific applications of the general comments I have made.

For instance, management has a full right to expect that all the Direct Mail material which is sent out under the company masthead shall reflect the general policies and attitudes of the Company.

This should be clearly evident in the quality and types of letterheads, folders, booklets, or catalogues that may be used. Tones of dignity, price appeal, emotional build-up, over or under statement, friendliness, etc. must be in keeping with both company and product. Management has a right to expect that all such things will be handled carefully and well. That is part of the job of the Direct Mail technician.

Management has a further right to expect that the basic *ideas* and *ideals*

What's this, duplicating or fingerprinting?



We've got nothing against fingerprints. They're invaluable to police departments and the F.B.I. But most people want their offset duplicating work to come out clean and attractive.

So if your work shows fingerprints, smudges from handling and other discoloration, then you'd quick better get to know Colitho Offset Master Plates.

There's a plate that will take the normal handling, erasures and changes—even folding and mailing—and turn out copies that will make you look twice to see which is the original. For economy you can't beat Colitho Plates. They'll swamp you with copies.

No matter what make of offset duplicator you use, you'll think your machine has really come to life when

you start using Colitho Plates and Supplies. Put zing into your letterwork, bulletins, reports, folders and other literature. Use Colitho Plates.

Let us send you the complete Colitho story. Attach the coupon to your business letterhead for a copy of the Colitho Manual and free samples of Colitho Plates.



COLUMBIA RIBBON & CARBON MFG. CO., Inc.
190-2 Herb Hill Road, Glen Cove, L. I., New York

Colitho

OFFSET MASTER PLATES

Colitho plates and supplies make any offset duplicator a better duplicator.



COLUMBIA RIBBON & CARBON MANUFACTURING CO., Inc.
190-2 Herb Hill Road, Glen Cove, L. I., N. Y.

DM-11

Please send me a copy of the Colitho Manual and samples of Colitho Masters.

Name _____

Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Make of Duplicator _____ Model _____

Plate Size _____ Clamp Style _____

AECO

New York Life Insurance Co.
Aluminum Co. of America
Eastern Air Lines
Standard Oil Co.

**There must be
a reason why
5412
of America's
biggest firms
use AECO ENVELOPES
for their mailings
in the South**

**... and here are reasons
why YOU should - -**

YOU SAVE TIME with overnight deliveries throughout the South.

YOU SAVE MONEY, naturally—with less transportation costs. We allow full freight to destination on most shipments.

YOU GET SERVICE because our big new plant produces 1,500,000 envelopes every day. Here you'll find the capacity and the desire to serve you dependably.

ATLANTA ENVELOPE COMPANY

P. O. Box 1267

Atlanta 1, Georgia

OFFICES IN BIRMINGHAM • CHARLOTTE • CHATTANOOGA
HUNTINGTON • JACKSONVILLE • LOUISVILLE • MACON • SAN JUAN, P. R.

of the people who are running the business will be carried over to customers, prospects and the public at large.

Management is inclined to say, in substance, "This is *our* business, *we* are responsible for it, and we are not going to let our mail advertising department lead us into paths where we do not think we ought to go—even if those paths will step up the percentage of mail-order returns.

This is a particularly important consideration in the business where I have had most of my Mail Order experience—the selling of Investment Advisory Service.

In this field, the building up of a feeling of confidence in the prospect's mind is of utmost importance. An exaggerated or questionable claim—an over flamboyant type or color layout—can do far more harm than good—even though it may actually increase the returns from that particular mailing.

Both Management and Mail Order advisor must see to it that over-zealous copy writers do not "step over the line" and break down reader confidence in both company and product.

Another thing the Direct Mail manager or advisor must always keep in mind is the need for an over-all company viewpoint as contrasted with a departmental one. I have known mail-order men who would rather miss a sale than see a salesman get credit for it. Needless to say, Management has no sympathy with any such a viewpoint.

To conclude: let's come back from the details to broad fundamentals. Management expects—and has a right to expect—that the mail selling effort which it supports shall do these two important things:

First—that it shall accomplish its *direct purpose* effectively and economically. That "direct purpose" may be to make sales, to bring in inquiries, to pave the way for salesmen, to build product acceptance or what have you. But no Direct Mail effort will be called successful by management if it fails to attain that prime objective. It must accomplish its "direct purpose" effectively and economically.

And *Second*—Mail advertising must do its full share in building, safeguarding and enhancing that priceless business ingredient called "Good Will."

The combination of these two factors—to my mind at least—is what Management expects from Direct Mail.

HOW to BEAT the recent postage increase!

Check Our New Realistic Rates...

for Addressing Lists from Phone Books — Directories —
Inquiries from TV, Radio and Magazine Advertising, etc.

3-Line TYPEWRITER ADDRESSING Now only **\$6.50/M**
Envelopes, Cards and Self-Mailers up to 6 x 9" 4 lines only \$1 additional per M

Expert HAND ADDRESSING Now only **\$7.50/M**

Try this New Low-Cost Service for Follow-Up Mailings...

Addressing on Gummed Labels { Only **\$2.25/M** quadruplicate
We Supply Labels { Only **\$2.50/M** triplicate

Save Money on ALL Your Direct Mail Requirements...

Label Pasting on Envelopes, Self-Mailers, Broadsides up to 6 x 9" Only **\$1.50/M**

Other Mailing Operations (Folding, Inserting, etc.) Only 50¢/M motions

These are our COMPLETE charges! There are NO hidden extras! We offer a complete mailing service, but you are never obliged to give us any specified number of operations to enjoy these amazingly low prices.

An experienced corps of 200 enables us to handle jobs of ANY SIZE — and to meet your deadlines with speedy service!

Take a tip from the many profit-wise publishers and volume mail users who have slashed their costs with our fast, dependable service! Save this ad for future use . . . or, better still, phone or write TODAY!



De Groodt and associates, inc.

Backed by 7 Years of SERVICE

Office: 17 E. 48th St., New York 10, N. Y., PL 5-1127 • Plant: 87-29 78th Street, Woodhaven 21, L. I.
Out-of-town inquiries answered immediately

YOU GOTTA AIM BEFORE YOU SHOOT

By John D. Yeck

Reporter's Note: John Yeck (of Yeck & Yeck, sales and advertising counselors, Dayton 2, Ohio) was elected President of the Mail Advertising Service Association International, at the October Convention in Washington. John also made, as usual, a good introductory talk at one of the panels. Even though the sessions were restricted to members only, John has allowed us to reproduce his sound advice to the planners of direct mail. It's worth reading. For a good picture of the new MASA President in his customary working and thinking mood... see this month's cover. John is also a member of the Board of the DMAA.

Some call direct mail "the rifle of advertising." Sounds reasonable. Rifles and direct mail are a lot alike. The message goes direct from the sender to the recipient. They both pack a wallop when they arrive. They are both mighty valuable when you need them.

You don't always want to use a rifle. With an old-fashioned muzzle-loader you could pour in anything from rock-salt to broken bricks... which it would splat all over the landscape, hitting everything in sight—much of it wasted on fences and trees but a lot hitting home. Some advertising media are like that. With a shotgun, you can put a pattern into a solid flight of ducks almost without looking and bring down a dinner. But if you want bigger, tougher game, you need the impact of a rifle bullet, designed specifically for the job. You can't get venison with buckshot.

You don't always want to use direct mail. The whole purpose of advertising is to *reduce the cost of distribution*. There's no sense in using direct mail unless it can do that... and do it better than any other kind of advertising. When "everybody" in the country is a prospect, or when there's no way of selecting better-than-

average prospects, the "buckshot" of radio, magazines, newspapers, etc. will do. Usually, direct mail is valuable when you can be more or less *selective* in choosing your prospects... and when it helps your message to have it *specific and personal*.

It's foolish to use direct mail unless that's true. Failures hurt your future—and failure is what you're asking for if you insist on direct mail when some other media is better. For just as rifle bullet calls for a bigger investment than B.B. shot, so each direct mail "impression" calls for bigger investment than mass media. But, what an impression! When used correctly, the "rifle" much more than makes up for the difference in added effectiveness.

So, by and large, direct mail works best when you can "shoot" it at a better-than-average target. Once you are able to see that target... once you know what type of people are your prospects and can get their mailing addresses... you can usually make direct mail pay better than any other type of advertising.

But there's one thing a rifle owner learns early. You can buy the finest rifle; keep it clean and shiny; use high-class, supersonic, supersock bullets and keep pulling the trigger like mad... without success. First, you must learn how to aim. A cross-eyed man can use a sawed off shotgun. But it takes keen eyesight and careful aim to use a rifle. And, you gotta aim before you shoot.

The same thing is true with direct mail. You can print some mighty pretty stuff. Spend a mint of money on it. Shoot it out on three pages in two colors on pink paper with a blue and orange air mail reply envelope and an order blank that looks

like an invoice, in a No. 8 envelope with teaser copy in one corner and a purple commemorative stamp in the other, with three gadgets on the inside... if tricks work, you might as well use them all. Unless that letter goes to the right people and says the right things, the only way you'll make any money out of direct mail is to collect stamps.

You gotta *aim* before you shoot.

If you don't, you'll put yourself in the place of the rookie at Fort Dix. After target practice his sergeant checked his target and couldn't find a single hole in it. "Where," he said in mock despair, "do you think those bullets went?" "Gosh, Sarge, I dunno" said the rookie, "they left here all right."

That wasn't much of an answer... but it's the only answer some advertising men give when their client stands over them after an advertising failure and says "Where did all that money go?" It's not enough to say, "Gosh, I dunno. It left here all right."

Those of you who are interested in doing a better job of creating direct mail have probably been studying the Blue Ribbon creative campaigns that are on display here. That's a good idea. But remember this. When you look at successful direct mail campaigns, all pasted up neatly in a book, you're looking at an iceberg. Seven-eighths of the thing is below the surface—out of sight. You are looking at what might, if anything, be the *least* important element of the sales success... the manner in which it is presented.

There are three areas in which your campaign can fail. Its presentation is one area, of course. But your basic *proposition* is another... and it's an advertising axiom that a good proposition will shine through some mighty weak copy. The best advertising pre-

sentation in the world won't continue to sell a poor product, or a good product at the wrong price. The third vitally important area is your list of prospects. It's the icebox-eskimo problem. Even the finest proposition and the best presentation fall flat if they don't go to the right prospects.

Finally, and equally important, all three areas must be part of a sound plan. If the proposition, list of prospects and presentation are the three legs of a 3-legged stool, the plan is the seat. It holds them together.

Planning, of course, takes time... and knowledge... and is overlooked all too often by direct mail people. Direct mail can be produced in a hurry (this is supposed to be one of its advantages), so it usually is. Without careful planning. We are certainly guilty of sending out insufficiently-planned direct mail. But not as much as we used to be. You know why? Because, as we looked back over the work we've done in the past five or six years, we discovered this. Not every program we planned carefully became an unqualified success... BUT... every outstanding success we have had has been with a carefully planned program.

If I can leave you with these things this afternoon, I'll be satisfied. First: advertising is successful when it helps reduce the cost of distribution. Therefore, good advertising never costs money, it saves money. Second: that direct mail is often the most effective type of advertising when you can be selective in choosing your audience or when your message is helped by being specific or personal. Third: there's more to a direct mail program than a tricky presentation. The product or proposition must be well chosen and the prospects must be well chosen.

Fourth... the gospel for today... you must aim before you shoot; you must plan before you mail. The biggest difference between *good* direct mail and *poor* direct mail is in the plan.

If you will develop a good *plan* for a client and are only a mediocre copywriter or artist, you will have a better chance of success than a *brilliant* copywriter and a *peerless* artist with a mediocre plan.

And the aim is in the brain, not the finger. "Creative work" is really thinking and planning not writing.

If you are doing creative work now, without particular success... or if you think you might... remember that one fact. The plan's the thing.



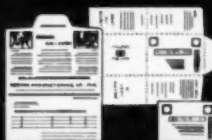
ENVELOPES AND MAIL-VERTISING

FOR THE
DIRECT MAIL
ADVERTISER

ORIGINATORS OF...



STRIP GUM ORDER BLANK
AND REPLY



DISPLAY-O-MAILER



DIRECT-O-MAILER



COLLECT-O-MAILER



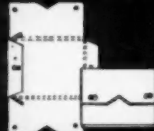
MAILING
TUBES



ORDER ENVELOPES



TWO COMPARTMENT
ENVELOPES



BOXLET MAILER

So...
if it's unusual let us know!
We probably have
the answer.

And...
send for America's
most complete catalog
of Envelopes
... (includes
Packaging and
Mailing Devices...
"Mail-vertising"
Business
Getters).

DIRECT MAIL ENVELOPE CO., INC.

15 West 20th St. New York 11, N. Y. Watkins 4-0500

We don't have your Envelope and Mail-vertising Catalogs... so please send them right away... FREE!

NAME.....

FIRM.....

ADDRESS.....

CITY..... ZONE..... STATE.....

What Do You Know About Women?

(As Customers, That Is)

By Charlotte Montgomery

I want you to make the acquaintance of your woman customer of today. She's nice—I think you'll like her better as you know her better. Perhaps you think you know her, but unless you've spent some time in her company or in thinking about her lately—you could be wrong. Maybe she's changed since you met her last.

Because one of the startling things about today's customers and today's markets is how fast they change. People stay *basically* the same, of course, but the speed with which new trends pile up and are accepted on top of that basic pattern is stupendous. Buying waves that used to take years to develop now take only months—or even weeks. Whole new industries swim into view in no time at all.

There are dozens I could mention. Let's take some that are *deep-seated* changes—not just *fads*. There's margarine that once was on the table of only the very thrifty and is now an everyday commodity; babies are dressed entirely differently than they were just a few years ago; instant coffee is on a tremendous rising curve along with other quick and easy food preparation; the supermarket and self-service are accepted manners of shopping; we have home permanents and now home hair dyes. Each of these represents a real revolution in itself and yet they've been absorbed all at once—along with many other changes happening at the same time.

How can women take in so many changes? I think the main reason is that women are basically realistic—if it's good, if it does something for them, if they like it—what do they care if a major tradition is torn up overnight?

Not long ago one of the big women's magazines asked me to do a story on the Food Plans that are sweeping the country—I mean these

financed deals by which a family buys a home freezer on time and the appliance dealer agrees to provide her with frozen foods at discounts. I'm sure that when I plunged into the research on this article, there were several on the magazine concerned who thought this would turn out to be an expose piece—and, frankly, to read what the trade press had to say on the subject you would have thought so, too. The grocers, the wholesalers, the "regular" appliance dealers, the frozen food people—all viewed this new idea with varying degrees of hysteria.

But what about the housewife—the buyer? She *loved* it! She wanted a home freezer, didn't she? She liked getting meat at a discount. She welcomed the convenience of food bought in bulk and delivered to her door. Actually she didn't care too much if there was a certain amount of hoop-la in the way this was sold to her. She knew that what was really happening was that she was buying a freezer on time, even if the super-salesman did call it a "food club." However, I must admit that she wasn't a complete

realist—when I talked to her about her Food Plan she was never sure what interest rate she was paying or what carrying charge was involved. She had the freezer and that was that. Believe me, the last thing she thought of was that she was a part of a merchandizing revolution.

Granted then that this woman I want you to meet may have changed even in the last six months; let's look at her as of October 1952.

Right now, price is not king with her. He has been; he may be again. But the high prices of the 1950's are pretty much accepted. Now she wants something for her money—she wants service, for instance. She has shown she will pay more for fashion in home-furnishings as well as clothes, for new finishes in fabrics, for a glamour setting for her shopping. She wants things better and better. Soon, for instance, she'll expect all wools to be moth proofed and shrink-proof and all fabrics to be washable.

Contrary to what I've just said, if the price gets too high, she'll find a way around it. She may not bake rolls or cake or pie "from scratch" any more because she doesn't save enough (if any) by doing so. But when she finds that labor costs on many things have gone up and up—she'll do these things for herself. She'll not only make her own slip-covers and curtains, but she'll paint woodwork, walls, and hang wallpaper. The stores that help her by cutting the paper, even lending her tools, are getting the wallpaper business.

She appreciates small services cheerfully rendered. This is a day when the smaller the job the harder it is to get it done—you can get a man to install a television, but try to get one to come to the house to fix the



Charlotte Montgomery . . .

Reporter's Note: Charlotte Montgomery made a big hit on Leonard Raymond's panel at the Washington DMAA Convention. Sorry we cannot reproduce all the pieces of mail she criticized or commented upon . . . but her analysis of the woman customer of today should go in the records. Should help some of you who are mailing direct to the home. Charlotte Montgomery is an advertising consultant, a feature writer and conducts a regular column in Tide Magazine.

radio. You can hire a man to build you a house, but not to put in a pane of glass or a shelf or point up the cement on the back porch steps. Small services are to her almost a personal favor and they are good good will builders.

Today the woman wants to learn. When brokers and investment companies and banks first started finance classes for women I was one who cheered. I proposed an article about them to a national magazine, but the editor said scathingly, "All a woman wants to know about a stock is whether it will go up." Now I thought that was a pretty sensible thing to want to know about a stock, but he evidently didn't, so I didn't say so and I didn't sell the article to him.

What's happened is history—the finance forums have been terrifically successful. One official of the American Bankers Association told me they were the greatest single business-getter they had today. I attended one of those forums recently in my town and I wish I could give you a picture of those women with their poised pencils and their expectant expressions—they wanted to learn. Singer and other sewing machine manufacturers are doing a wonderful job with sewing schools; appliance people have always known the value of cooking lessons. Why not florists with flower arranging? Furniture people with home decorating classes?

The woman today is busy. She feels as if she were running all the time just to keep in the same place. Certainly she has labor-saving devices—but someone has to run them. She has a washing machine, yes. But someone has to sort the clothes and put them in and take them out and hang them up and iron them and mend them and put them away. Yet the woman who once might have hired a laundress or sent the clothes to a commercial laundry now feels she should do it herself—because she has a machine to do it for her. She drives a car, so she is expected to run a taxi service for husband and children. She was a secretary before she was married so why shouldn't she type the PTA reports. Many of the best things in your town are probably run by woman power—community recreation, the baby care center, churches, charities, even the political clubs. Many women will be poll watchers on November 4th.

Another change is that women are getting their satisfactions in different ways. The things that were once said

in praise of a woman sound out of date, like "She sets a fine table" or "You could eat off her kitchen floor." Now you're more likely to hear, "They have a wonder family life." Our very social pattern is in a state of flux.

Have I convinced you she is different—this October 1952 woman? That she's ready for change, for variety, for news, for all the good things and easy things and better things you can bring her? I hope so. Because so much that's new comes to her by mail. Mail can awaken her interest, open doors, sell—but to win her, direct mail must be ready to

change with the changing woman.

(Editor's Note: At this point the speaker analyzed some of the mail received at the Montgomery home).

I'd like to close with one last point. Whatever goes on in direct mail is up to you. You are in control. There's no clerk to forget your big sales point or substitute a competitor's brand. There's no lazy counterman to throw away your display. Whatever you put in your advertisement is there when it's delivered. What are you doing with that opportunity to address the new, changing woman?

switch from this

to this



Anyone can produce beautiful plastic bound books in these 2 easy steps:



Punch sheets and covers of any size or weight, quickly, accurately



Bind up to 250 books an hour with colorful GBC bindings—1/8" to 1 1/4" diameter.

NOW . . . YOU CAN DO

PLASTIC BINDING

THIS STRIKING PLASTIC BOUND PORTFOLIO—PRESENTATION FREE

Get your personalized edition today . . . packed with illustrated ideas for using beautiful plastic binding on advertising presentations, sales manuals and other promotional literature. This unique plastic bound portfolio gives the complete application and cost advantages of the GBC Binding System as proven in thousands of progressive organizations in every field of endeavor. A wealth of timely and important information absolutely FREE.



GENERAL BINDING CORP., Dept. RD-11
812 W. Belmont Ave., Chicago 14, Ill.

RIGHT IN YOUR OWN OFFICE

Bind all sizes of loose pages—any printed or duplicated material with compact GBC plastic binding equipment . . . in a matter of seconds. You'll add prestige, color, utility, attention-compelling appearance and increase the effectiveness and life of your literature. Pages lie perfectly flat . . . may be inserted or removed any place in book. Save money, too. Anyone can operate.

GET THIS FREE PORTFOLIO—PRESENTATION . . . TODAY!

GENERAL BINDING CORPORATION

Dept. RD-11 812 W. Belmont Ave., Chicago 14, Ill.

Please send me at once my free plastic bound PORTFOLIO—PRESENTATION that includes prices and applications. I understand that there is absolutely no obligation.

NAME _____

ORGANIZATION _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SOLVING A PRODUCTION PROBLEM

By Alfred N. Hoffman

Department stores and specialty retail shops in the apparel fields have a penchant for colorful, utterly feminine advertising. This is logical and understandable. It is also very expensive, particularly for the smaller store or the smaller city, when production costs have to be allocated over a press run of a few thousand copies. In the case of a specialty shop with a mailing list of only 1000, or perhaps only 250, the cost of the needed advertising, individually produced, is prohibitive.

Supplying this need is the business of Reba Martin, Inc. Sixteen years ago we began producing display posters and window streamers; ten years ago we introduced the Martin Kolorcard which has been used successfully by more than 5000 of the country's best apparel shops.

This sort of service is sometimes called "syndicated" advertising. We create distinctive, artistic, colorful postcards for seasonal promotions as well as general uses. When imprinted with the name of the store, nobody could imagine the advertising message to be anything but one created by the store itself.

We safeguard this impression with careful sales control records that prevent two stores in the same city, or in the same neighborhood of a metropolis, from purchasing identical designs from us.

The Martin Kolorcard is used as a direct mail postcard, still at low rates under third class postage, as an envelope enclosure, or as a distinguished announcement when mailed in an envelope. By producing each design in large quantities, we are able to sell a completely individualized, imprinted, four-color postcard as low as 1½ cents. Even the smallest

user can bring his cost-per-card under 2 cents by ordering several months' supply at a time.

To get the gay, light, feminine colors, our original production was based on offset lithography of the black master form, with colors literally hand-applied by the Pouchoir process. We used film stencils and found it possible to develop speedy handling techniques.

Then we were caught in a squeeze. The Kolorcards were so well liked that demand increased beyond the physical possibility of Pouchoir handcoloring methods. It was difficult to find adequate personnel for the skilled work, and labor costs were rising.

If we increased the price of Kolorcards, we would surely lose volume. By experimentation, we found it possible to use our offset presses for the color runs and still maintain the desirable "watercolor" effects.

But metal plates, as everyone knows, are expensive: nearly \$4 each here in Miami, plus a minimum of 24 hours waiting time to get them. We could not meet rush schedules, nor could

we afford to produce a variety of designs on which the sale would be reasonably limited.

While we were studying this problem, a Remington Rand representative asked us to try Plastiplates. It was pointed out that the same time and effort required by our artists to produce the artwork for the color plates would actually give us a ready-to-run Plastiplate.

Eliminating both the cost and the time factor of metal plates sounded very interesting. Using the long run direct image type of Plastiplate has proved to be highly satisfactory in most instances.

The Plastiplates enable us to maintain a varied stock, including many designs which sell comparatively slowly yet increase our reputation for service by adding depth to our line of offerings.

The use of offset for color, and the low cost of Plastiplates, enables us to continue selling Martin Kolorcards at moderate prices that permit their economical use by even the smallest of retailers.

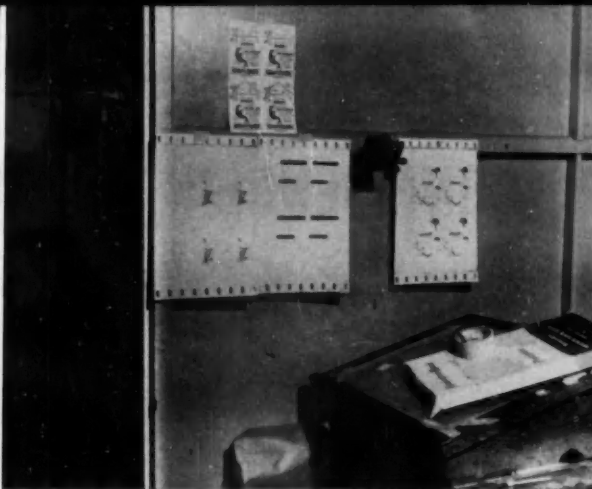


Alfred N. Hoffman . . .

Reporter's Note: After our April 1952 feature on "Production and Mailing" . . . a number of subscribers suggested we ought to have frequent articles on "solving production problems." Maybe so . . . but case histories are hard to pry loose and The Reporter tries to emphasize the thinking, planning, writing angles of direct mail. At any rate, here is the start of what may become a series. Al Hoffman is Vice-President of Reba Martin, Inc., 4201 N.W. 2nd Ave., Miami 37, Florida. He is taking some of the load off the shoulders of his father, Lawrence. His interesting article describes what they do and how they do it. It's impossible here to reproduce the beautiful water-color-effect cards furnished to retailers. Write to Al and he'll send you samples.



1. With the original sketch over light, separations for color areas are trace-painted on direct image Plastiplates in perfect register.



2. Ready for press: three color plates for the black master are ready to run in the time of artwork only, at a total cost counted in pennies.



3. Production moves rapidly in the compact offset pressroom of Roba Martin, Inc., Miami, Florida where Plastiplates produce four-color jobs.



4. Stock cards are imprinted as purchased by customers. Note typical variety of subjects lined up for the day's work.

5. The finished product . . . colorful $3\frac{1}{2} \times 5\frac{1}{2}$ cards.



MAIL WITH CONFIDENCE!



IN CHICAGO AND THE MIDWESTERN AREA

Yes, at Lemarge you can mail with confidence that your schedules will be met... that your job will be expedited and handled just the way you want it.

Folding... inserting (hand or machine)... sorting... addressing... premiums... all your work will be done with the most modern equipment available and under intelligent supervision.

For you, this adds up to SPEED... ECONOMY... QUALITY. Phone today or, better still, come down and inspect our facilities... for it seems that almost every time this happens, we add still another customer.



Write or phone
for details!

the **LEMARGE** company

2332 Logan Boulevard
Chicago, 47, Illinois
Phone: HUmboldt 9-2332

What's in a NAME?

By Lewis Kleid

Reporter's Note: We are giving you here, part of a report written by Lewis Kleid for Tension Envelope Company's "Envelope Economics"... with permission of all concerned. Max Ross of Look-Quick thinks it's one of the best analysis of list problems he has seen in a long time. Lewis Kleid, as you know, is major-domo of the Lewis Kleid Company, 25 West 45th St., New York 36, N. Y. He has also agreed with new DMAA president to tackle the important job of Chairman of Research Committee.

John Austen Meredith lives in an exclusive suburb of Cleveland, Ohio. In his late forties, he is the treasurer of a chemical company, married, father of three grown children. An alumnus of Ohio State, he drives a Buick convertible and a Ford station wagon, plays bridge, is a member of a golf club, subscribes to Antiques Magazine, Harvard Business Review, Fortune, and the Limited Editions Club.

A letter to Mr. Meredith, based on his known interests, would strike home and secure action. *He is now a person, not a name*—a living, breathing human being. You know something about his tastes, his interests, his background.

It is not always possible to know each prospect, but the more your copy is slanted to the needs of the specific individual... the more you know about him, either as an individual or as a group... the more you will be speaking his language and thinking in terms of his needs. Personalizing the mailing piece with the recipient's name is only a pretext, a sham—which can never substitute for a real knowledge of your prospect and his requirements.

A Name is a Delicate Flower

The New York City Post Office received over 500,000 removal notices in one year, Chicago had 650,000 and Philadelphia over 300,000. The New York Telephone Company (Manhattan) reports 238,500 changes in its 729,000 phone listings last year. Dun & Bradstreet, in the business field, names 6,000 changes every day. In the retail field, restaurants represent the greatest mortality—almost 40% change hands, names, move, go out of business.

The Direct Mail Advertising Association furnished these statistics on the annual rate of change in name and/or address: Householders 22%, Merchants 23%, Agents 29%, Advertising Executives 39%. McGraw-Hill, from their vast book and magazine publishing experience find in normal times that out of every 1,000 executives, 503 stay put and every year 497 are on the move (change titles, shift location, die, transfer, quit, etc.)

People are on the march, moving, going out of business, going into business, getting married, having babies.

The one thing you can be sure about a mailing list is that it will deteriorate fast without proper maintenance!

Direct mail is a powerful medium—but it is only as good as the list. Much of the abuse heaped on direct mail is due to the indiscriminate selection of names and the use of old names. Many a mailing campaign has failed because a list was only 80% deliverable. If the names had been 95% accurate, the mailing might have been a success.

In selling to consumers by mail, there is a direct relationship between the freshness of a list and the percentage of response. This is not a reflection on names two, three or more years old. Some mail order firms are able to use lists of former customers ten years old. The criterion is the degree of maintenance. Are the "nixies" (undeliverables) weeded out? Are corrections made constantly?

Hit the Bull's-Eye

In appealing to doctors, dentists, lawyers, and most professional groups, list problems are eliminated. We immediately have a thumbnail sketch of our prospect. The names are usually well maintained. The list is likely to be on stencils—quite accurate in spelling and address. Our prospect, being a professional man, doesn't move too much and corrections are caught fast. That makes life easy for anyone working with names of lawyers, architects, accountants, etc.

But what about Mr. John Q. Public? The guy whose name is just a name. You found him in a city directory, a phone book, a voting list,

a membership list, or some other loose source of names.

Here, your direct mail is dealing in mathematical chance. Your results will be in ratio with the accuracy and freshness of the names and the uniqueness, newness and broad general appeal of the thing you're trying to sell.

Let's take a typical problem: selling subscriptions by mail for a magazine like Newsweek, Time, or U. S. News. How could you go about getting names that could be solicited by mail profitably?

I'd try to find—

1. A person who has bought something else by mail. (He is a much better prospect than someone who is not conditioned to buying by mail.)
2. A person who reads and has manifested an interest in books or magazines.
3. Someone who is interested in what's going on—news about his state, his country, the world.

If then, one were able to secure a list of people who have bought something else by mail, who are regular readers, and are interested in the news, the chances of success are fairly good, *if*, with all that, the names are fresh and clean.

How To Go About Getting Good Names

In mail order selling the services of a recognized list broker is a "must." These brokers have acquired invaluable information over years of intimate contact with the major book clubs, publishers, radio and TV contest and premium advertisers, and the sellers of gifts and merchandise by mail. They know which lists are available on a rental basis. They know or can find out quickly such vital information as: quantities, product of service sold, unit of sale, age of list, how maintained. In addition, they can furnish a record of previous experience with the names. For instance, the Miles Kimball Company of Oshkosh, Wisconsin has 750,000 customers who have bought gifts by mail during the last two years. The brokers can recommend this list because they know it works well year after year for magazine publishers, book clubs and other non-competitive mailers. They know, too, that you can select the names by sex and that you can choose your specific geographic areas.

For instance, you can rent—unless you are directly competitive—the names



ES, MANY MORE HAPPY

RETURNS can be enjoyed through the use of CUPPLES PERSONALIZED ENVELOPES. These attractively designed envelopes are "order getters." They demand and get attention, thereby helping to reduce your costs by increasing your returns.

Call a CUPPLES representative and discuss your next mailing with him. He'll show you the way to HAPPY RETURNS and more of them.

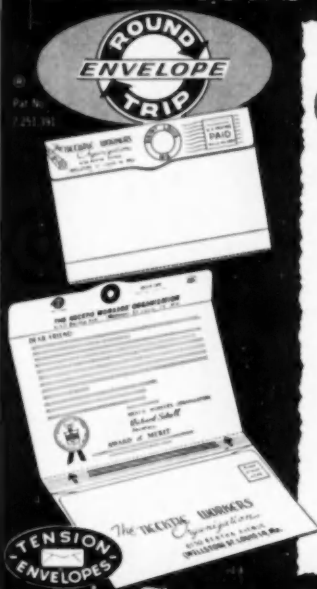
S. Cupples
envelope co., inc.

360 Furman Street • Brooklyn 2, New York

TRiangle 5-6285

BOSTON • PHILADELPHIA • WASHINGTON

TENSION INVENTIONS



ENVELOPES To Save
You Labor, Speed Service,
Help Prevent Mistakes!

Saves Money... GOING and COMING!

The Same Envelope That
Takes Your Message Out
Brings Your Answer Back



This new Patented Tension Envelope combines outgoing envelope, letter or statement and return envelope in one piece that can be mailed first class—or third class.

It's simple to use—easy to understand. The person who receives it merely tears the flap off, and the return envelope is ready to bring his reply or order back.

This new "Round-Trip" envelope brings back the outgoing address complete . . . just the way you typed or printed it: Key number and all! There's no handwriting to decipher, no chance for unkeyed replies. You'll want to see a sample of this unusual envelope, so write for yours today!

TENSION ENVELOPE CORPORATION

New York 36, N.Y. St. Louis 10, Mo. Minneapolis 1, Minn. Des Moines 14, Iowa Kansas City 8, Mo.
527 Fifth Avenue 5001 Southwest Ave. 129 North 2nd St. 1917 Grand Avenue 19th & Campbell Sts.

-when you know what you want



GO AFTER IT!



* Is it more mail orders, more inquiries for salesmen, more resultful dealer helps, more awareness among your customers and prospects of how they can profit from what you sell?

Without realizing it, you may very well want

us for creative planning of your direct mail program. Here's one sure way to "go after it." Phone or write TODAY for FREE portfolio of examples of our work for companies large and small who know what they want and get it from

PHILIP J. WALLACH COMPANY • 220 Fifth Ave., New York 1 • MU 9-6122

Direct Advertising • Sales Promotion Member: DMAA • Associated 3rd Class Mail Users

The MULTIPRESS

UP TO 50,000 IMPRESSIONS DAILY
A Combination 3 in One

ENVELOPE, SMALL JOB and IMPRINTING PRESS

6500 per hour with quality and register.
Flat bed and cylinder construction. Continuous feed and extension delivery.

ENVELOPE PRINTING

Coin, pay, drug, commercial, etc.

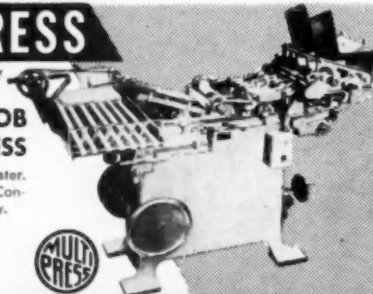
IMPRINTING

Advertising literature, labels, catalogs, cartons, etc.

JOB PRINTING

From No. 27 business card to letter-head size.

Particulars sent on request



B. VERNER & CO., INC.

52 DUANE STREET • NEW YORK 7, N.Y.

of people who have bought gifts by mail from Breck's of Boston—luxury foods from S. S. Pierce & Company—buyers of books from Simon and Shuster, subscribers to the Harvard Business Review, ex-subscribers to Saturday Review of Literature, buyers of roses from Jackson & Perkins, or grass seed from O. M. Scott & Son—and thousands of others.

How Does the Broker Work?

There are list brokers in New York, Boston, Chicago, and Los Angeles who scour the country for new, fresh mail order and compiled lists. They arrange with the owners that these lists be made available to non-competitive firms. These names are never sold. They are merely rented for one-time use, (addressed on the mailer's envelopes) subject to approval of the offer and the time of mailing. The average addressing-royalty rate is \$15 per M.

If you're planning a mailing, the broker submits specific list recommendations (data cards), issues instructions to the owner, follow-ups on your order, and relieves you of many headaches. He is paid a commission by the owner of the list for arranging the transaction, billing and collecting. The broker does all this without cost to you.

Members: National Council of Mailing List Brokers

Archer Mailing List Service
140 W. 55th St.
New York 19, N. Y.
George R. Bryant Company
75 East Wacker Drive
Chicago 1, Ill.
Walter Drey, Inc.
257 Fourth Avenue
New York 10, N. Y.
Guild Company
160 Engle Street
Englewood, N. J.
Lewis Kleid Company
25 West 45th St.
New York 36, N. Y.
Willa Maddern, Inc.
215 Fourth Ave.
New York 3, N. Y.
Mosely Mail Order List Service
38 Newbury Street
Boston 16, Mass.
Names Unlimited, Inc.
352 Fourth Avenue
New York 10, N. Y.
D. L. Natwick
932 Broadway
New York 10, N. Y.
James E. True Associates
419 Fourth Avenue
New York, N. Y.
G. H. Youngren
135 South Orange Street,
Glendale 4, Calif.

Sources of Names

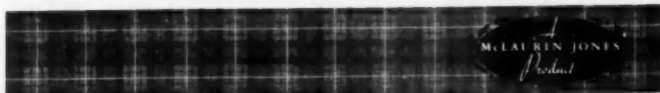
Professional Names. Lists of doctors, dentists, lawyers, engineers, architects, teachers, scientists, social workers, nurses, accountants, to name a few, are usually accurate and can be secured through their respective professional societies, professional publications, classified phone books, brokers, or special list houses.

Retail. If you are selling through druggists, department stores, grocers, hardware, furniture, etc.—trade magazines in these respective fields will frequently make such lists available, or advise you of commercial organizations that maintain them on stencils. Directories are also available at low cost, from which you can select names which meet your requirements (Sheldon's Retail Trade, Chain Store Guide, Service Station Directory, etc.).

Telephone and City Directory. Classified phone directories represent a prime source of mailing lists. Care must be taken that duplicating classifications are not used. If you are doing a national job, it is costly to purchase all the classified directories in the country but list brokers can put you in touch with firms which make a business of extracting lists from these books. Regular phone directories represent a poor market because there is no qualification other than the person has a phone. In certain cities "Criss-Cross" Directories are available that list families by street or phone number. You can use these names effectively for local purposes, by culling names in quality areas or names within a specific radius. City directories are available in some communities.

State Directories. The Departments of Commerce of many states publish industrial directories or can tell you where to get them for the state. These give the name of the business, address, officers, number of employees, and description of the product or service.

Trade Directories. This is the most fertile of all sources of business names. For a few dollars one can buy Davison's Blue Book for Textile Industries, Polk's Encyclopedia of Bankers, McGraw-Hill Coal Mine directory. There are hundreds of others in the Directory of Mailing List Sources, published by the Dartnell Corporation, 4660 Ravenswood Ave., Chicago 40, Illinois, or the Guide to American



Most businessmen are harder to reach than Garcia. Your mailing piece faces tougher obstacles than enemy sentries, steaming jungles, festering swamps.



GOT AN IMPORTANT

But the New Improved WARE POSTCARD will carry your message through watchdog secretaries, over mountains of mail, past yawning wastebaskets, into the hands of decision-making executives.



MESSAGE FOR GARCIA?

New WARE POSTCARD has a clean, crisp appearance that commands respect. A micro-smooth finish on both sides delivers a sharper, easier-to-read impression with letterpress or offset printing. Fine screen halftones and large solids show new life on WARE POSTCARD. Even its snap has a ring of authority.



Yes, New Improved WARE POSTCARD gives your mailing piece an importance too demanding to ignore. So when you have a message to carry to Garcia, depend on WARE POSTCARD to deliver it into the right hands.

McLAURIN-JONES CO.

Makers of Old Tavern Gold and Platinum Papers, Guaranteed Flat Gummed Papers, Relyon Reproduction Paper and Waretone Mirror Finish Papers.

BROOKFIELD, MASSACHUSETTS

OFFICES IN: NEW YORK

CHICAGO

CINCINNATI

LOS ANGELES

Mills located at: Brookfield and Ware, Mass.

Grand Rapids, Mich. and Homer, La.

Business Directories, Public Affairs Press, Washington 6, D. C.

Horizontal Directories. If your market is a general one, there are books such as Dun & Bradstreet, Thomas' Register, Standard Advertising Register, and Poor's Register which give vast numbers of names qualified by credit, advertising volume, or business affiliation.

Newspaper Clipping. It's a long hard row to hoe but there's nothing more timely than today's newspaper, and from it you can pick the names of newly appointed executives, births,

deaths, engagements, marriages, social (garden clubs, parties, church groups), etc. Of course, you may have to check the name against a local phone book for the street address.

Public Records. Your federal, state, city or local government accumulates by the very nature of its purpose, diversified vital information. The availability of the information varies in each community and with each list. Sometimes they're free—sometimes there's a regular charge—sometimes you have to know someone. Tax payers, voting lists, marriage licenses,

birth names, automobile licenses, hunting and fishing licenses, boat registrations, farms agents, CAA licenses, etc. are available. The United States Department of Commerce is a gold mine of information. Order the Department's book, Market Research Sources from the U. S. Government Printing Office, Washington 25, D.C. (\$2.25).

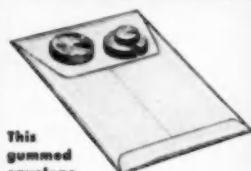
Social Registers, and Who's Who. There are scientific, professional, literary and religious Who's Who which give intimate information in their respective fields. In many cities, the social arbiters publish Registers which list the prominent people.

Rosters. Rotary, Masons, Elks, American Legion, and Veterans of Foreign Wars are just a few of the social and fraternal organizations. Professional societies issue rosters (Academy of Political Science for example). The National Research Council of the National Academy of Sciences, Washington, D. C., is a splendid source of information. If available, secure a copy of their publication, "Handbook of Scientific and Technical Societies and Institutions of The United States and Canada."

Contest and Premium. The number of answers to a national TV or radio contest or premium offer is somewhat unbelievable—running into hundreds of thousands of names. In mailing list circles these are considered "low-grade." The responses to children's programs offers are usually ill-suited for any mail order purposes. Women who have responded to a premium offer by sending in a box top and a cash remittance are of somewhat better value since they have written a note, addressed an envelope and remitted cash. On a somewhat higher level are the responses to newspaper and magazine coupon offers.

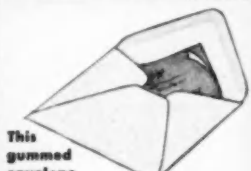
Undergraduates, Graduates and Military. It is possible through the use of Alumni Directories to select graduates by sex, age level, academic interest and sometimes by occupation. The respective colleges and universities may make such directories available. The undergraduate market is more complicated. These names are available, but since most students are dependents, they do not represent a good market except that in five, or ten, or fifteen years they will influence our economy.

Military names represent a considerable but somewhat precarious market



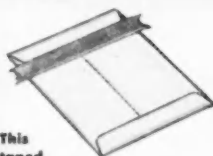
This gummed envelope got too much water

The mail clerk soaked it, but the gum won't take hold until it becomes tacky. So he weights it — and waits! (Let's hope it holds!)



This gummed envelope didn't get enough water

It stuck immediately, but because the water did not penetrate the gum, the flap popped open in transit — contents lost or delivery delayed.



This taped envelope looks messy

but it shows what happens when mail clerks get tired of fussing with large gummed envelopes. However, the effect is not good and it's an added cost!

But this envelope is a DUBL-GRIP SELF-SEAL

PRESS TO SEAL



Made of tough Substance 32 Kraft with extra wide bottom seal. The flap and back each have two strips of self-sealing adhesive that requires no moisture. The mail clerk just presses down the flap — and Presto! it's sealed for life!

More and more mail is traveling first class — and bulky mail requires a tough, light-weight envelope that seals easily and holds securely. That's why more and more mailing departments are stocking these U.S.E. DUBL-GRIP SELF-SEAL ENVELOPES. Two sizes: 9½" x 12½" and 10" x 13", packed 100 to a box, 500 to a carton.



UNITED STATES ENVELOPE CO.

14 Divisions from Coast to Coast
Springfield 2, Massachusetts

Ask your Printer or Envelope Supplier for samples and prices. Immediate delivery.

E-11A

in view of the frequent movement of personnel.

Fund Raising. The person who has once given to a charity is a better prospect than one who has never given. Direct mail can be used effectively in raising funds because no merchandise or services need be delivered. Fund raising organizations have a preferential postage rate (\$10 per thousand compared to \$15 per M for commercial firms). Fund raisers may occasionally exchange names. Brokers can furnish lists of stockholders or corporations, wealthy people and other names which lend themselves to solicitation.

Religion. Ministers', priests' and rabbis' names are easily available through the religious directories of their respective faiths. Members and chairmen of church societies make good prospects for products which can be sold to others—the profit to go to the church.

Cultural. Devotees of the theatre, music, art or literature are good prospects. Through a list broker you can secure art collectors, patrons of art galleries and museums, or those who have bought books on art. You can secure subscribers to literary magazines and buyers of good books. Musical interest can be qualified by lists of purchasers of instruments, sheet music, or phonograph records. The producers of dramatic and music shows receive large numbers of mail order requests for tickets and these names are available on a rental basis.

THINK TWICE!

The use of occasional "swear words" can become such a habit that one doesn't think twice about the matter. Maybe this story told by Bob Hope in Guideposts will encourage twice thinking: It happened at a very swank club one night. After a pointless and slightly blasphemous story the comedian noticed that all eyes were suddenly fastened on the collar insignia of a big silent man at the end of the table.

"Fr crissakes," blustered the storyteller. "Are you a chaplain?"

With a light smile and deliberate emphasis the chaplain replied, "Yes, for Christ's sake, I am."

(From October 1952 issue of Capital City Comments, published by The Capital City Products Co., Columbus, Ohio.)

No. 5 of a series

NEW YORK
BOSTON
CHICAGO

THE REPLY-O-LETTER
150 W. 22nd St., N.Y. 11, N.Y.

J. J. Kent
1234 River Rd.
Hometown, U. S. A.

Cleaning mailing lists used to be a dirty job. Not today, since Reply-O Letter really cleans a list with a "mailing-and-a-half!"

The publishers of
METAL WORKING MAGAZINE
sent Reply-O Letters to their 26,000 readers list. More than 50% replied. A follow-up to the balance gave them a 79% clean list!

And 2,557 new, verified names in the bargain!

Clean lists are important to good business. A list not cleaned for 2 years is usually 25% "off." If your list isn't clean, you're spending good money on dead-wood, antagonizing those newly appointed executives you want to impress, and permitting people to think you are inefficient!

International Nickel, Electrical Equipment, LeTourneau, Esso and many other leaders use Reply-O Letter to clean their lists. And other direct mail jobs that ask for replies, too.

We'll gladly send you samples and a copy of our booklet, "IT WAS ANSWERS HE WANTED."

The Reply-O Letter

THE
REPLY
CARD
(or envelope)
IS
"IN"
THE LETTER

Phone
nearest sales
office—or write
REPLY-O-LETTER
150 W. 22nd St.
N.Y. 11, N.Y.

Price: \$2.00 per copy

GET THE FACTS!
PHOTO-ENGRAVING COMPLETELY EXPLAINED TO THE LAYMAN

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24 HOUR SERVICE

108 pages—Lavishly illustrated in black and white, and color

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Please send me (prepaid) copies of your 108 page revised book, "The Art and Technique of Photo-Engraving."

My check for \$..... is enclosed.

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And don't forget Horan's
"around the clock"
service whether your
problem is
black and white,
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We Show You How
PUBLISHERS' RATES ALL PUBLICATIONS
MARTIN Advertising AGENCY
Direct Selling Mail Order Ad Specialists—29th year
15 E. 40th St., Dept. 15, New York LE 2-4751

SALES LETTERS

Letters with "instantaneous appeal" that beckon to be read, that impel and sell. One series 25 years old. Send for circular "R". Please write on letterhead.

"That Fellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

BE SMART—

Use lots of photos in all direct-mail pieces like **EYE-CATCHERS** does. Surveys prove photos outpull all other illustrations by almost 50%. **SINGLE PRINTS NOW AVAILABLE.** Write for FREE Proofbook No. 40-A.

EYE-CATCHERS, Inc.
207 E. 37 St. New York 16, N.Y.

PONTON

"The House of Direct Mail"

"BETTER LISTS FOR BETTER MAILINGS"

Write Dep't "R" for FREE Catalog

W. S. PONTON, Inc.
50 East 42nd St., New York 17, N.Y.



ARTWORK



SKETCHES, DUMMIES AND DRAWINGS direct to your desk by mail from my studio at home. Complete personal service at moderate cost. Write for free booklet showing direct mail pieces I have designed.

RAYMOND LUFKIN 116 WEST CLINTON AVE.
TENAFLY, NEW JERSEY



Convention Afterthoughts

In the rush to get our Convention report (October) into the mail... a few details worth mentioning were squeezed out.

Although Program Chairman Andy Gould of U. S. News thought up the idea for the Friday "Market Place of Ideas"... Hank Henderson of McGraw-Hill, Chairman of the Session, should get lots of pats on the back for working out the intricate details. And they were intricate. If other convention managers are interested in adapting the idea... write to Hank for the floor plan. Be sure to carry out idea of staggering the booths or discussion sections. Like this:



Cuts down noise and confusion. Nearly every hotel is equipped with collapsible pipes and curtains to build necessary set up. Have plenty of folding chairs in each discussion section. Number of sections depends on subjects or phases of interest. Size of each section depends on estimated number at any one time.

...

Lots of credit for staging the whole Convention should go to Boyce Mor-

gan, the master steerer and to Bill Merriam of Federation of Railway Progress, who took care of speakers, props, microphones, ice water, aspirin, and what-not. A noble and often thankless behind-the-scenes ordeal. Washington provided a pattern for all future conventions.

...

This reporter owes a debt of gratitude to all the raconteurs and magicians who helped entertain the guests in Reporter suite 600G. Putting on one man magic shows at various times were Abe Mitchell, gadgeteer of Chicago; Bill Wahl, ex-professional of Buffalo; Luke Kaiser of Houston, Texas and as a wind-up deluxe, the President of the Society of American magicians, Leslie Guest, manager of the Direct Mail Division of Alfred Allen Watts Co., Inc., Belleville 9, New Jersey. Such intimate shows can't be duplicated on the stage. Also most helpful and entertaining, Bill and Mary Segars from Tampa, who staged secret initiations into the "Yellow Dog Society"... an after-business recreation stunt of Southern District A.F.A. Conventions. The raconteurs were too many to mention, but Fred Gymer, the crazy-motto man from Cleveland supplied plenty of humor, especially with his "Society for the Continuance of Silly Advertising." Gor-

don Morrison of Amarillo, Texas kept spirits high (as usual.) Doug Mahoney turned up from Montreal to help with the story telling. Mary Lou Groves, Peggy Greenlaw, Joe and Rose Barnes, Larry and Betty Scheewe, Ralph and Alice Thompson and Lord knows how many more helped out on the kitchen detail. A wonderful week.

...

DMAA Director Roger Clapp did a praiseworthy behind-the-scenes job during Convention. Held unheralded meeting of his "bulletin reporters" (made up of members from all parts of country). Decided to scrap the cumbersome monthly bulletin which had created considerable criticism... and made plans for a lively twice a month Newsletter. Will improve the DMAA "package." Those serving on Committee with Roger are Joe Russakoff, Bus Reed, Bill Baring Gould and Max Ross. Changes will be evident soon.

...

New Secretary, May VanderPyl came up with a good idea during Convention. She thinks DMAA should build a file of "political direct mail" (good and bad) and make material available (in future election campaigns) to both parties. A lot of money has been wasted this year on atrociously bad direct mail. Worth thinking about.

...

Speaking of election pieces... we liked the circular Dave Fleischer showed us. Mailed by his Commercial

PIONEER MOSS

PHOTOENGRAVERS SINCE 1872



Letter, Inc., 1209 Washington Ave., St. Louis 3, Mo.

In die-cut slots . . . two pencils. One imprinted for Ike, the other for Adlai. Copy stressed that for 40 years, through many elections, Commercial had helped influence voters, customers and prospects by direct mail. And Mac Beresford of James Gray, Inc., New York, had lots of fun with his trick political badge (designed by Prof. George Miles) which could be changed in a flash from Eisenhower to Stevenson and vice versa.

Russ Baum of Philadelphia won a deserved tribute at the MASA closing banquet. He was presented with a scroll in recognition of his long support of the Association. He exhibited his Baum folders at the first Convention in 1924. Has exhibited every year since then. His acceptance speech was a riot.

Other exhibitors at both MASA and DMAA were much in evidence. Seemed like exhibits were better than for many previous years. Maybe it was just the spirit surrounding the meetings. Jack Petrequin of Harris Seybold Company pulled a scoop with his can-can girl and the imitation crap game which won a prize for anyone who could make the trick dice spell HARRIS. Don Thompson of Arthur Thompson Company, Baltimore was as busy as ever in his suite and handing out apples at his booth.

That new development of Davidson Corporation is worth investigating. An attachment allows operator to actually produce embossed offset letterheads (one operation . . . no extra running cost.) Looks like engraving. Also new on scene this year was the Times Stenafax Machine. It's an automatic scanner (similar to equipment used in newspapers to receive photographs by wire). The exhibit in Washington showed how it could be used for making mimeograph stencils from intricate originals.

There were plenty of other good ideas on the exhibit floor. And many exhibitors reported that delegates were in a buying mood. Incidentally, Bert Osborne of Syracuse, who has handled MASA exhibit space for many years, has retired from the job. Will spend more time in Florida (lucky guy). Elias Roos of Milwaukee becomes new Chairman of Exhibits. He'll do a good job, too.



"Pen in Hand"

CUSTOMERS

Business Reply Flap Forms — Increase returns with Shepco Envo/order®, the envelope with the large printed flap and back. Eliminates extra forms.

Self-Folding Envelope Forms — For larger forms or complete orders, use Shepco Envoletter®, the form that folds into a convenient envelope. Easily filed in letter or order file.

Supplier:
SHEPPARD ENVELOPE CO.
One Envelope Terrace, Worcester 4, Mass.

Idea File #523



Did you ever notice how every little extra operation required of your customers cuts down on replies? Take the idea of separate order forms as an example. You'll save money and increase returns by incorporating your printed form right on the envelope (Envo/order®) or on a letter form that folds into an envelope (Envoletter®).

MINT-E-SEAL® Envelopes
by
Sheppard
ENVELOPE CO.
ONE ENVELOPE TERRACE • WORCESTER 4, MASS.

New York: 1133 Broadway — ALgonquin 5-1923
Cleveland: 16300 Van Aken Blvd. Shaker Heights 20 — Washington 1-3188
Rochester: 414 Cutler Bldg. — Baker 5279

MAKE 'EM LAUGH!
 Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Motives" monthly mailings. Unusual — effective — economical — exclusive. Write for details on your business letterhead.
FREDERICK E. GYMER
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complete Direct Mail service
PONTON
 "The House of Direct Mail"
 mechanized and streamlined for fast, accurate and efficient service, — at lower costs to you . . .
W. S. PONTON, INC.
 50 East 42 St. New York 17, N. Y. MU 7-5311

He Read A Sales Letter written by Shurtleff
 Write for information about a "most unusual letter writing service." Shurtleff letters are 100% guaranteed to do the job.
FLAVEL H. SHURTLEFF
 1128 Wilson Avenue, Ponca 4, Illinois

100 Magazines now have mail order shopping sections! Are YOU getting your share of free editorial write-ups? They'll sell your products just like paid ads! Complete list, with editors' names, addresses, etc., and instructions only \$7.70. (Details free.) H. K. Simon Adv., Dept R-1, 48 Fifth Avenue, Peiham 65, N. Y.

You say you want more for your Direct Mail Dollar? Tell you what we got for you . . .

... Top values in direct mail equipment. Yes friends, here's your chance to get more, much more for every penny of your direct mail dollar. Here's three time-saving, money-making machines . . . each geared to speed up the production of your direct mail promotions — each priced to fit your direct mail budget.

Remember . . . whenever you want more for your direct mail dollar — buy new or guaranteed rebuilt direct mail equipment from Addressing Machine and Equipment Company.

CYCLONE OFFSET CAMERA
 Model 11x14

New camera that produces offset negatives (line 11x14 — halftone 8x10) in you own shop . . . in minutes at less cost. No experience required to operate. Enlargements up to 150% — reductions to 50%. Requires no sink or running water. Portable, weighing only 100 pounds, it can be operated in or outside darkroom. Get complete facts and prices today. Larger sizes available. Ask about our Rental Purchase Plan.



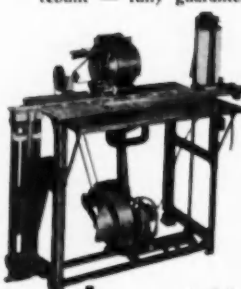
ADDRESSOGRAPH
 Model 2700 \$350

Electrically-operated. Prints consecutively, in duplicate, in repeat, or skips as desired. Speeds up to 3000 impressions per hour. Completely rebuilt — fully guaranteed.



ELLIOTT ADDRESSER
 Model 300 \$300

Electrically operated — foot controlled. Speeds up to 3000 impressions per hour. Loads and unloads trayful of 250 stencils at a time. Noiseless printing — always in plain sight. Automatic feed and other attachments available for addressing all kinds of forms. Completely rebuilt — fully guaranteed.

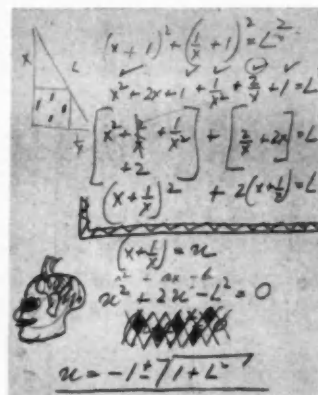


Addressing Machine & Equipment Co.
 326 Broadway, New York 7, N.Y. • HA 2-6700

The Convention in Washington gave convincing evidence that it may be wise to change from crowded cities to resort hotels. Many Associations are doing so. Holds Convention together better. The Shoreham, even though close to downtown Washington, is really a resort set up. Self sufficient. Everybody had a good time together and didn't get separated all over the map. After Detroit (53) and Boston (54) the DMAA and MASA should seriously consider a resort meeting place.

At The Reporter booth, during the Convention, we asked visitors to fill out cards and deposit in ballot box. On last day, Nelson Wentzel of the Post Office Department drew a winning card. The prize . . . a Henry Hoke full year's Course in Direct Mail. The winner: H. E. Schiltz, Sales Promotion Manager, The Hoover Company, North Canton, Ohio. He's an old-timer and probably doesn't need the education, but the Course may help him to train assistants. Hope so.

This reporter is always interested in doodlers at Conventions. Funny things develop from reading notes left at tables. Snooper Hoke saw Bill Doppler of New Jersey Tuberculosis League (Newark) furiously concentrating on note taking during one speech, which had plenty of entertainment but little to be noted. Here's a reduced illustration of the notes we pilfered.



It just happens that Bill was once a student of Dr. Einstein. For relaxation . . . he likes to work out complicated mathematical problems. Sometime . . . get him to explain Einstein's explanation of how the Romans multiplied with Roman Numerals.

Conventions are wonderful!

For Further
Details
Contact Your
List Broker
or

Buyers of Multiple Gifts for CHRISTMAS Giving

220,000 @ \$18.00 per 1000

INDUSTRIAL LIST BUREAU

45 ASTOR PLACE

• GRamercy 5-3350 •

NEW YORK 3, N. Y.

What Is the Future Of Mail Order?

By Joseph Russakoff

Reporter's Note: There are lots of discussions these days about mail order selling. More and more companies are tackling it. At least 100 magazines have special departments for shopping-by-mail advertisements. Here is what Joe Russakoff thinks about the mail order situation. Joe, in case you don't know, is president of Vanguard Advertising, 15 E. 40 St., New York 16, N. Y. and his articles on direct mail for small business have appeared frequently in The Reporter. Incidentally, there was an exceptionally good article about mail order selling in the September 1952 issue of Lifetime Living (starting on page 28), authored by Raymond Maxwell. If you can't find a copy on your newsstand, send 25c. to the publication at 27 E. 39 St., New York 16, N. Y.

Strange as it may seem in this day and age of faster business action, the disappearance of "hicks", and speedier transportation — mail order's position as a method of selling continues strong.

Since there are no exact figures available, we will merely present the pros and cons — you decide for yourself if mail order selling is here to stay.

Let's review the pros first.

Personal selling has become less efficient, and more expensive. Sales peo-

ple are not doing as good a selling job as they once did. And they cost more.

Because sales people are not well-trained, don't know their merchandise, do not give good service — shopping has become less attractive to the general public. The store atmosphere isn't inviting. Customers come, but because they need something specific — rather than from "liking" a store, and curiosity as to merchandise, and friendliness of service.

Because the merchandise control men have the upper hand, stores don't carry complete stocks, or where they do, the stock is thin, quickly depleted.

Shopping has become expensive, and time-consuming. You can charge this up to higher transportation costs (bus and subway fares), the parking situation, and the increasing density of traffic. This has thrown business to branch stores — but they can be — at best — only branch stores, with incomplete stocks.

Mail order is an efficient way to

sell — it offers the important element of selectivity, you can choose your prospects and confine the mailing only to those who are good ones. Once the firm is established, continued mailings to these prospects become more productive.

All these factors — add up to make mail order selling more effective — as a way to hold, and increase volume.

The con side of the picture is this. Postal service has become slower — and also, more expensive.

Mail order selling requires hard work, careful thought, and follow-through. As well as absolute honesty and reliability, claims and promises must be fulfilled, lived up to.

Which way is the trend? Probably to greater use of mail order selling by many organizations which have merely played at it before.

For example, stores are turning to catalogs in a big way. Some issue them several times yearly. They intensively use their own list of customers, and often use others for special promotions. Their ads carry statements, "telephone or mail your orders." Some have set up special mail order departments.

What does the public think? There is no exact way of knowing, but customers must like buying by mail, since they do it on a purely voluntary basis. If the catalogs, mailings, etc., were not productive, they would not be used as extensively as they are.

The faster tempo of today's living

AHREND *Creative Direct Advertising*
254 WEST 54th STREET
ASSOCIATES, INC. NEW YORK 19 • JUDSON 6-2547

DEALER CAMPAIGNS • CATALOGS
SALES TRAINING PROGRAMS
MAIL ORDER COPY CONSULTANTS

FOR RESULTS — CALL AHREND
Let Us Show You

ADDRESSING MACHINES EQUIPMENT-SUPPLIES-PARTS



REBUILT ADDRESSOGRAPH

All Models

Hand & Electric

WE MANUFACTURE . . .
BUY and SELL Plates,
Frames, trays, cabinets,
tabs, ribbons, speedu-
mats. Our large stencil
embossing dept. gives
fast, accurate service.

REBUILT ELLIOTT'S

All Models

Hand & Electric

WE MANUFACTURE . . .
BUY and SELL Fibre sten-
cils, long & short trays,
cabinets, liquid & paste
ink. Also Smith Stencil
typewriters.



Write For Information, Prices and Circular
Dept. R-4, 40 W. 15th St., N. Y. 11, N. Y.

MAILERS' EQUIPMENT CO.

**SEND FOR
4 PAGE BULLETIN
ILLUSTRATING
PRE-PRINTED
LETTERHEADS
AND FLASH CARDS**

Bel-Thomas Printing Co.
223 Irving Avenue
Brooklyn 37, New York
Glenmore 6-1246

PONTON'S SOURCES OF SPENDING POWER

260,000 MANUFACTURERS, INDUSTRIALS
150,000 WHOLESALERS, DISTRIBUTORS
1,400,000 RETAILERS, TRADE SELECTIONS
500,000 SERVICE COMPANIES

W. S. PONTON, INC.
"The House of Direct Mail"
50 East 42 St., New York 17, N. Y.

Save on These!

**BUSINESS REPLY CARDS and CARD
MAILERS** are our specialty! Now,
pay less and still get fine quality
printing, high grade stock in white
or colors at no upcharge. Speedy
delivery. **WRITE OR PHONE FOR
PRICE LIST AND SAMPLES!**

HANKELL PTG. CO.
2-10 Hanover St., N.Y.S. WH 3-9350

"ADAGE MAILERS" PAY!



**Now! Effective!
Low Cost!**

FREE samples and prices

Now you can make month-
ly contacts with all your custo-
mers and prospects for a few
cents each. Postal card size
ADAGE MAILERS get slid
under glass tops of desks and
bring on office work, sell you
and your product every day
of the year.

ADAGE CO., HOWELL, NICK.

makes greater demands on the indi-
vidual. He or she has more things
to attend to than before—has less
"free time", after reading the papers,
and watching TV, and attending
lodge or club meetings. And he likes
to buy by mail—if he knows he can
depend on the integrity of the seller.

Mail order offers opportunities—for
those who will work at it.

A CUTE TRICK



The illustration above was original-
ly a 4 1/2" x 6 1/4" glossy which arrived
at numerous offices in a 10 1/2" x 7 1/2"
envelope (with cardboard protector)
by first class mail (6¢) from The
Heller Co., 2135 Superior Ave., Cleve-
land 14, Ohio. Attached to photo-
graph is a 4 1/4" x 5 1/2" office memo
with the following handwritten mes-
sage:

*I will call you
about the New
Heller No. 120
Jane Collier*

Sure enough . . . a "Jane Collier"
calls long distance to try to clinch a
sale on the \$17.00 stapler shown in
picture. (Did you see it?)

better production brings better results

There's a best way to produce
direct mail. . . .

MASA members study the best,
most effective, ways of produc-
tion; support research and fact
finding; share knowledge of im-
proved methods. Their object is
better results for you. When you
try to "save" money with
"cheap" production you tamper
with results.

To check the effectiveness of
your production source . . .

Always say, "Are you MASA?"

YOUR BEST SOURCE for: Creative direct
mail campaigns, multigraphing, mimeo-
graphing, offset and letterpress printing,
bindery, mailing service, mailing lists,
etc. Information about postal regulations
and better direct mail results.

For names of MASA
members nearest you, write

**Mail Advertising
Service Association**
18652 Fairfield Avenue
Detroit 21, Michigan
M A S A

YOU NEED SALES LETTERS!

Sample offer: I'll custom-write one of my Sales
Letters for YOU for only FIFTEEN DOLLARS.

Send your data, remittance now. My letters
used in Canada, U.S.A., Britain. You'll like my
copy. (Internationally used since 1930.)

JAMES HENDERSON
11626 Woodward Avenue Detroit 2, Mich.

PRINTING BUYER!

Wanted: Long run contract work for
22 1/2 x 35 two color offset press such
as greeting cards, direct mail circulars
and letters, Chicago plant. Save on our
low contract prices. Mail details. All
correspondence confidential. Box 74,
The Reporter, Garden City, N. Y.

Our reporter, Bob VanderPyl kept
"Jane" on the phone quite a while
between Detroit and Cleveland ask-
ing her how the company could af-
ford this seemingly expensive tie-up
between direct mail and telephone
selling. She reported that this method
has been used for many years and
that sales and repeat orders prove the
policy is worthwhile. Some calls even
go to west coast. Maybe it's a new
trend. Worth looking into.

THE REPORTER OF DIRECT MAIL ADVERTISING

AS REQUIRED BY LAW

Statement of the Ownership, Management, Circulation, etc., required by the Acts of Congress of August 24, 1912, and March 3, 1933, of THE REPORTER of Direct Mail Advertising.

Published monthly at Garden City, New York, for October, 1952.

State of New York, County of Nassau, SS.:

Before me, a notary public in and for the State and County aforesaid, personally appeared M. L. Strutzenberg who having been duly sworn according to law, deposes and says that she is the Business Manager of the magazine, The Reporter of Direct Mail Advertising and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537. Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the name and address of the publisher, editor or managing editor is Henry Hoke, 53 Hilton Ave., Garden City, N. Y. That the name and address of the business manager is M. L. Strutzenberg, 53 Hilton Ave., Garden City, N. Y.

2. That the owner is: The Reporter of Direct Mail Advertising, Inc., 53 Hilton Ave., Garden City, N. Y. The names and addresses of stockholders owning or holding one per cent or more of total amount of stock are: Henry Hoke, president, 365 Stewart Ave., Garden City, N. Y.; M. L. Burfeind, treasurer, 96 President St., Lynbrook, N. Y.; Henry R. Hoke, Jr., secretary, 17 Pell Terrace, Garden City, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding one per cent or more of total amount of bonds, mortgages or other securities are: Henry Hoke, president, 365 Stewart Ave., Garden City, N. Y.; M. L. Burfeind, treasurer, 96 President St., Lynbrook, N. Y.; Henry R. Hoke, Jr., secretary, 17 Pell Terrace, Garden City, N. Y.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect in the said stock, bonds, or other securities than as so stated by her.

M. L. STRUTZENBERG

Sworn to and subscribed before me this 23rd day of October, 1952.

Cecilia L. Kirchner, Notary Public. Commission expires March 30, 1954.

CLASSIFIED ADVERTISING

Rates: \$1.00 per line—minimum space 3 lines. Help and Situation Wanted Ads—50c per line—minimum space 4 lines. Write The Reporter, 53 1/2 Hilton Ave., Garden City, N.Y.

ADDRESSING

OUR LISTS ARE FREE

Retailers - wholesalers - manufacturers
Banks - churches - institutions
We charge only for addressing
SPEED - ADDRESS KRAUS CO.
48-01 42nd Street
Long Island City 4, N. Y.

ADDRESSING — TRADE

M. Victor—Addressing for the Trade
Rapid Service - Unlimited Quantity
Large Staff of Expert Typists
130 Flatbush Ave. Brooklyn 17, N.Y.
STerling 9-8003

ADDRESSOGRAPH PLATES

Speedumat plates embossed, three-line, on genuine Addressograph Alloy.
\$30 per thousand complete. Write for quantity discount.

Advertisers Addressing System
706 Chestnut St. St. Louis 1, Mo.

ADVERTISING AGENCIES

SELL YOUR PRODUCT WITH pulling
mail order, agent ads.
We show you how.
Martin Advertising Agency
15P East 40th Street, N.Y. 16, N.Y.

ARTIST

DMAA ART AWARD winner will design your mailing pieces, artwork at low cost, fast service. Free layout service. Write Box 73, The Reporter, Garden City, N. Y.

DO YOU MAIL TO SHORT LISTS?

You can afford better styling, better copy even on small-scale direct mail efforts when you get big-league help from Ad Scribe, North Canton, Ohio. Write for work-by-mail Folio 81.

FOR SALE

"Model 479 Multigraph double width drum, printing ink attachment, suction feed. Rough complete. Bargain price \$550.00. Mailers, 40 W. 15th St., New York 11, N. Y."

HELP WANTED

Direct Mail Creation Specialist. Must be well qualified and thoroughly experienced in the creation of sales letters, flyers, small advertisements, catalogs, etc. Your interview and moving expenses will be paid. We are located in St. Louis, Mo. We sell a large variety of tools, gifts and appliances to Industrial Concerns. We are well established and represent over 100 Manufacturers. Reply in detail, together with photo to: E. C. Gomes, General Manager, 714 Trinity, St. Louis, 5, Mo.

POSITION WANTED

Young married veteran, 5 years letter-shop and mail sales experience wants position. Supervised machines, lists, procedures, office work. Versatile and intelligent. Require \$4,000 minimum, presently employed metropolitan NJ, will move. Write details for resume, Box 71, The Reporter, Garden City, New York.

TO A COPYWRITER WHO WANTS TO COME TO BOSTON

Somewhere there's an experienced copywriter who can find a good spot in the Boston office of this nationally known advertising firm. To fill an opening created by increased business, we need an addition to our present staff of sixteen talented creative people. This means a writer — not just an idea-man. A man who has what it takes to turn out copy for some of the biggest names in American business.

The person we have in mind probably is working now for a small or medium-sized agency. Or maybe for a manufacturer. Perhaps he's a native New Englander who'd had enough of New York, Chicago or wherever, and now wants to "come back home."

He won't be expected to double in brass as an artist, but if he's creative visually as well as verbally, that will count in his favor. And to balance against the older members of our staff, a man between 25-35 would be ideal. Please don't apply unless you can move to Boston (or live here now). And don't send samples. Just write in detail about your background, experience, and salary requirements. But don't put it off — because if you're the man we've been looking for, we'd like to pass the papers soon. Box 74, The Reporter, Garden City, New York.

Printing Salesman for New York area. Good opportunity for young man with some experience who would like to join the staff of a top-flight letterpress house specializing in advertising promotion printing. Salary and bonus. Write for appointment to Box 72, The Reporter, Garden City, New York.

MAILING MACHINES

Hand and Electric Addressographs. Graphotype Models 6340 and 6280. BARGAINS ON ADDRESSOGRAPH TRAYS. Elliott addressing machines. Models 800-1500 & 3000. 27-53 drawer cabinets. SAVER & WALLINGFORD, 147 West Broadway, New York 13, New York. WOrth 4-0520.

MIMEOGRAPH STENCILS

Made in facsimile from your own original copy; printed, typed, written, drawn, or a paste-up. Electronic method. PROMPT, ECONOMICAL SERVICE. Write for information. James A. Robinson, 215 W. 23rd Street, New York 11, N. Y.

OFFSET CUTOUTS

Promotional headings, illustrations, cartoons, symbols, borders, panels, holiday art, type fonts, decoration, for offset reproduction. Most complete service in U. S. Free descriptive booklet. A. A. ARCHBOLD, Publisher, 1209-K S. Lake St., Los Angeles 6, Calif.

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$10.00 PER YEAR

ADDRESSING

Archer Business Services.....501 1/2g Archer Ave., Chicago 32, Ill.
Clear Cut Duplicating Co.....120 Greenwich St., New York 6, N.Y.
Creative Mailing Service.....460 No. Main St., Freeport, N.Y.
De Groot & Associates, Inc.....17 East 48 St., New York 10, N.Y.
Fair Mail Service.....417 Cleveland Ave., Plainfield, N.J.
Star Typing Service.....45-21-162nd St., Flushing N.Y.

ADDRESSING MACHINES

Saver & Wallingford.....147 West Broadway, New York 13, N.Y.

ADDRESSING - TRADE

Shapins Typing Service.....68-11 Roosevelt Ave., Woodside, N.Y.
M. Victor.....130 Flatbush Ave., Brooklyn 17, N.Y.

ADVERTISING AGENCIES

James Henderson.....11626 Woodward Ave., Detroit 2, Michigan
Institute of Sales Promotion.....131 Lafayette Street, New York 13, N.Y.
Martin Advertising Agency.....159A East 40th St., New York 18, N.Y.
Harry Volk, Jr.....Central Building, Atlantic City, N. J.

ADVERTISING AGENCY PERSONNEL DIRECTORY

McGraw-Hill Pub. Co., Inc.-Sales Service.....330 W. 42nd St. N.Y. 36, N.Y.

ADVERTISING ART

Raymond Lufkin.....110 West Clinton Ave., Tenafly, N.J.
Trampus Art Studio.....349 Tenth St., Moline, Illinois

AUTOMATIC TYPEWRITERS

Amer. Automatic Typewriter Co.....610 N. Carpenter St., Chicago 22, Ill.
Robotyper Corp.....125 Allen St., Hendersonville, No. Car.

AUTOMATIC TYPEWRITING

Ambassador Letter Service Co.....11 Stone St., New York 4, N.Y.
Arrow Letters Corp.....307 West 38th St., New York 18, N.Y.
M. E. Githam.....140 East 45th St., New York 17, N.Y.

BOOKS

The Art & Technique of Photo Engraving, Horan Engraving Co., N.Y. 1, N.Y.
Art for Reproduction.....Regio Art Press, 80 5th Ave., New York 11, N.Y.

BUSINESS CARD SERVICE

Bel-Thomas Printing Co.....223 Irving Avenue, Brooklyn 37, N.Y.
R. O. H. Hill, Inc.....270 R. Lafayette Street, New York 12, N.Y.

CATALOG PLANNING

Catalog Planning Co.....58 Park Avenue, New York 16, N.Y.

COPYWRITERS (Free Lance)

Leo P. Boft, Jr.....64 E. Jackson Blvd., Chicago, 4, Ill.
Orville E. Reed.....First National Bank Bldg., Howell, Michigan
Flavel H. Shurtliff.....1120 Wilson Ave., Peoria 4, Illinois
John Yeargain.....442 East 20th St., New York 9, N.Y.

DIRECT MAIL AGENCIES

Ahrend Associates, Inc.....254 West 54th St., New York 19, N.Y.
Homer J. Buckley.....57 East Jackson Blvd., Chicago 4, Ill.
Direct Mail Services.....175 Luckie Street, N. W., Atlanta 3, Georgia
Duffy & Associates, Inc.....918 North 4th Street, Milwaukee 2, Wisconsin
Frederick E. Gymer.....2123 East 9th St., Cleveland 15, Ohio
Institute of Sales Promotion.....131 Lafayette Street, New York 13, N.Y.
Mailograph Co., Inc.....39 Water Street, New York 4, N.Y.
Proper Press, Inc.....129 Lafayette Street, New York 13, N.Y.
Reply-O Products Company.....150 West 22nd St., New York 11, N.Y.
John A. Smith & Staff.....11 Beacon St., Boston 8, Mass.
Phillip J. Wallach Company.....220 Fifth Ave., New York 1, N.Y.

DIRECT MAIL EQUIPMENT

The Adamm Company.....250 Third Avenue, New York 10, N.Y.
Addressing Machine & Equipment Co.....326 Broadway, New York 7, N.Y.
L. D. Biehart Co.....10 Fiske Place, Mount Vernon, N.Y.
B. H. Bunn Company.....7605 Vincennes Ave., Chicago 20, Illinois
Davidson Corporation.....1020 W. Adams St., Chicago 7, Illinois
A. B. Dick Co.....5700 W. Touhy Ave., Chicago 31, Illinois
General Binding Corporation.....608 West Belmont Ave., Chicago 14, Illinois
Mailers' Equipment Co.....40 West 15th St., New York 11, New York
National Bundle Tye Co.....Blissfield, Michigan
Seal-O-Matic Machine Mfg. Co.....401 Chestnut St., South Hackensack, N. J.
Sloves Mechanical Binding Co., Inc.....601 West 26th St., N.Y. 1, N.Y.
Thomas Mechanical Collator Corp.....30 Church St., New York 7, N.Y.

ELLIOTT STENCIL CUTTING

Clear Cut Duplicating Co.....120 Greenwich St., New York 6, N.Y.
Creative Mailing Service.....460 North Main St., Freeport, N.Y.
Sports Mailing Corp.....2388 University Avenue, St. Paul, Minnesota

ENVELOPES

Abington-Cokesbury Press.....810 Broadway, Nashville 2, Tennessee
American Envelope Mfg. Corp.....26 Howard St., New York 13, N.Y.
The American Paper Products Co.....East Liverpool, Ohio
Atlanta Envelope Co., 1700 Northside Drive, P.O. Box 1267, Atlanta 1, Georgia
Boston Envelope Co.....397 High St., Dedham, Mass.
Columbia Envelope Co., 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago Sub.
Samuel Cupples Envelope Co., Inc.....360 Furman St., Brooklyn 2, N.Y.
Cupples-Hesse Corp.....4175 N. Kingshighway Blvd. St. Louis 15, Mo.
Direct Mail Envelope Co.....15 West 20th St., New York 11, N.Y.
Garden City Envelope Co.....3001 North Rockwell St., Chicago 18, Ill.
General Envelope Company.....23 South St., Box 654, Boston 2, Mass.
The Gray Envelope Mfg. Co., Inc.....35-33rd St. Brooklyn 32, N.Y.
Heco Envelope Company.....4500 Cortland St., Chicago 39, Ill.
McGill Paper Products, Inc.....501 Park Ave., Minneapolis 15, Minn.
Massachusetts Envelope Co.....641-643 Atlantic Ave., Boston 10, Mass.
Sheppard Envelope Company.....1 Envelope Terrace, Worcester 4, Mass.
The Standard Envelope Mfg. Co.....1600 East 20th St., Cleveland 14, Ohio
Tension Envelope Corporation.....522 Fifth Avenue, New York 36, N.Y.
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.
Tension Envelope Corporation.....5001 Southwest Ave., St. Louis 10, Mo.
Tension Envelope Corporation.....122-129 N. Second, Minneapolis 1, Minn.
Tension Envelope Corporation.....1912 Grand Ave., Des Moines 14, Iowa
United States Envelope Company.....Springfield 2, Mass.
The Wolf Envelope Company.....179-81 E. 22nd St., Cleveland 1, Ohio

ENVELOPE SPECIALTIES

Columbia Envelope Co., 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago Sub.
Curtis, 1000, Inc.....Capitol Avenue and Flower Sts., Hartford, Conn.
Direct Mail Envelope Co., Inc.....15 West 20th St., New York 11, N.Y.
Garden City Envelope Co.....3001 North Rockwell St., Chicago 18, Ill.
Hodes-Daniel Co., Inc.....352 Fourth Avenue, New York 10, N.Y.
The Sawdon Company, Inc.....480 Lexington Ave., New York 17, N.Y.
Tension Envelope Corporation.....19th & Campbell Sts., Kansas City 8, Mo.

IMPRINTERS - SALES LITERATURE

L. P. MacAdams, Inc.....301 John St., Bridgeport, Conn.

LABEL PASTERS

Potdevin Machine Company.....1281 38th St., Brooklyn 18, N.Y.

LABELS

Penny Label Company.....9 Murray St., New York 7, N.Y.

LETTER GADGETS

Hewig Company.....45 West 45th St., New York 19, N.Y.
A. Mitchell.....111 West Jackson Blvd., Chicago 4, Illinois
August Tiger.....545 Fifth Ave., New York 17, N.Y.

LETTERHEADS

Bel-Thomas Printing Co.....223 Irving Avenue, Brooklyn 37, N.Y.
R. O. H. Hill, Inc.....270 R. Lafayette Street, New York 12, N.Y.
Arthur Thompson and Co.....109 Market Place, Baltimore 2, Maryland

MAIL ADDRESSING STICKERS

Eureka Specialty Printing Company.....Scranton, Pennsylvania

MAIL ADVERTISING SERVICES (Lettershops)

Benart Mail Sales Service, Inc.....228 East 45th St., New York 17, N.Y.
Century Letter Co., Inc.....48 East 21st St., New York 10, N.Y.
A. W. Dicks & Co.....386 Victoria St., Toronto 2, Ont., Can.
Fair Mail Service.....417 Cleveland Ave., Plainfield, N.J.
The Lemarge Company.....2332 Logan Boulevard, Chicago 47, Illinois
The Letter Shop.....214 Mission St., San Francisco 5, Cal.
Long Island Letter Service.....212 Front Street, Mineola, N.Y.
Mailograph Co., Inc.....39 Water St., New York 4, N.Y.
Mailways.....200 Adelaide St., West, Toronto 1, Ont., Canada
Premier Printing & Letter Service.....620 Texas Ave., Houston 2, Texas
The Rylander Company.....216 West Jackson Blvd., Chicago 6, Ill.
South Mailing Corp.....2388 University Avenue, St. Paul, Minnesota
Woodington Mail Adv. Service.....1304 Arch St., Philadelphia 7, Pa.

MAILING LISTS-Brokers

* Archer Mailing List Service.....140 West 55th St., New York 19, N.Y.
* George R. Bryant Co. of N. Y., Inc.....595 Madison Ave., New York 22, N.Y.
* George R. Bryant Co.....75 East Wacker Drive, Chicago 1, Ill.
* Walter Drey, Inc.....333 N. Michigan Avenue, Chicago 1, Illinois
* Walter Drey, Inc.....157 Federal Street, Boston, Massachusetts
* Walter Drey, Inc.....257 Fourth Ave., New York 10, N.Y.
* Guild Company.....160 Engle Street, Englewood, New Jersey
* Lewis Kleid Company.....25 West 45th St., New York 19, N.Y.
* Mossley Mail Order List Service.....215 Fourth Ave., New York 3, N.Y.
* Mossley Mail Order List Service.....38 Newbury St., Boston 16, Mass.
* Names Unlimited, Inc.....352 Fourth Ave., New York 10, N.Y.
* D. L. Natwick.....932 Broadway, New York 10, N.Y.
* Planned Circulation.....19 West 44th St., New York 36, N.Y.
* James E. True Associates.....419 4th Ave., New York 16, N.Y.
* Members - National Council of Mailing List Brokers

MAILING LISTS-Compliers & Owners

Allied Agencies.....P.O. Box 1149, Knoxville, Tennessee
Associated Advertising Service.....1913 1/2 Sixteenth St., Port Huron, Michigan
Berliner Mailing Lists, Inc.....840 Broadway, New York 3, N.Y.
Boyd's City Dispatch, Inc.....114-120 East 23rd St., New York 10, N.Y.
Creative Mailing Service.....460 No. Main St., Freeport, N.Y.
Walter Drey, Inc.....333 N. Michigan Avenue, Chicago 1, Illinois
Walter Drey, Inc.....157 Federal Street, Boston, Massachusetts
Walter Drey, Inc.....257 Fourth Avenue, New York 10, New York
Drumcliff Advertising Service.....Hillen Rd., Towson 4, Md.
Dunhill List Company, Inc.....565 Fifth Ave., New York 17, N.Y.
Industrial List Bureau.....45 Astor Place, New York 3, N.Y.
Jewish Statistical Bureau.....320 Broadway, New York 7, N.Y.
The Walter S. Kraus Co.....48-01 42nd St., Long Island City 4, N.Y.
Mail-Ad Co.....6238 Wilshire Blvd., Los Angeles 48, Calif.
Market Compilation & Research.....11814 Ventura Blvd., N. Hollywood, Cal.
Official Catholic Directory Lists.....12 Barclay St., New York 8, N.Y.
W. S. Ponton, Inc.....50 East 42 Street, New York 17, N.Y.
R. L. Rashmir.....3123 LaSuida Drive, Hollywood 28, Calif.
H. K. Simon, Advertising.....48 Fifth Ave., Pelham 65, N.Y.

MATCHED STATIONERY

Tension Envelope Corporation.....19th & Campbell Sts., Kansas City 8, Mo.

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Company.....19 So. Wells St., Chicago 6, Ill.

NOVELTY GADGETS

Economy Novelty & Printing Co.....225 West 39th St., New York 18, N.Y.

PAPER MANUFACTURERS

The Beckett Paper Co.....Hamilton, Ohio
Fox River Corp.....Appleton, Wisconsin
W. C. Hamilton & Sons.....Miquon, Pennsylvania
Hammermill Paper Company.....Erie, Pennsylvania
International Paper Company.....220 East 42nd St., New York 17, N.Y.
Kimberly-Clark Corp.....Neenah, Wisconsin
McLaurin-Jones Paper Co.....Brookfield, Massachusetts
Mead Sales Co.....819 Public Ledger Bldg., Independence Square, Philadelphia 6, Pennsylvania
Neenah Paper Co.....Neenah, Wisconsin
Nekoosa-Edwards Paper Co.....Port Edwards, Wisconsin
Rising Paper Co.....Houston, Texas

PARCEL POST MAILING BOXES

Corrugated Paper Products, Inc.....2235 Utica Ave., Brooklyn 4, N.Y.

PHOTO ENGRAVERS
Pioneer-Moss, Inc. 460 West 34th St., New York 1, N.Y.

PHOTOGRAPHS
Eye-Catchers, Inc. 207 East 37th St., New York 16, N.Y.
Moss Photo Service, Inc. 350 W. 50th St., New York 19, N.Y.
National Photo Reproduction New Hyde Park 2, New York

PLATES AND STENCILS
Columbia Ribbon & Carbon Mfg. Co. Herb Hill Road, Glen Cove, N.Y.
Remington Rand, Inc. 315 Fourth Ave., New York 10, N.Y.

PRINTING EQUIPMENT
Harris-Seybold Co. 4510 East 71 St., Cleveland 5, Ohio
B. Vermer 52 Duane St., New York 7, N.Y.

PRINTING—Letterpress
The Davenport Press, Inc. Main St., Mineola, N.Y.
The House of Dyal 30 Irving Place, New York 3, N.Y.
Haskel Printing Co. 2-10 Hanover St., New York 5, N.Y.
McCormick-Armstrong Co. 1501 East Douglas Ave., Wichita 1, Kansas
Richmond Press 23 South St., Box 654, Boston 2, Mass.

PRINTING—Offset Lithography
Bachman Reproduction Service 259 East 43 Street, New York 17, N.Y.
McCormick-Armstrong Co. 1501 East Douglas Ave., Wichita 1, Kansas

PRINTING—Letterpress and Offset Lithography
Bel-Thomas Printing Co. 223 Irving Avenue, Brooklyn 37, N.Y.
Lutz & Sheinkman 421 Hudson Street, New York 14, N.Y.
Meehan-Tooker, Inc. 160 Varick St., New York 13, N.Y.
Montclair Business Service One The Crescent, Montclair, N.J.
Paradise Printers and Publishers Paradise, Pennsylvania
Printercraft Press, Inc. 229 West 28th St., New York 1, N.Y.
Proper Press, Inc. 129 Lafayette Street, New York 13, N.Y.

SYNDICATED HOUSE MAGAZINES
The William Feather Co. 812 Huron Rd., Cleveland 15, Ohio
Publications Digest 130 West 42nd St., New York 18, N.Y.

TRADE ASSOCIATIONS
Direct Mail Advertising Assn. 17 East 42nd St., New York 17, N.Y.
Mail Advertising Service Assn. 18652 Fairfield Ave., Detroit 21, Mich.

TYPEWRITERS
Remington Rand, Inc. 315 Fourth Ave., New York 10, N.Y.

PERSONALITIES IN THE NEWS

Charles F. "Chile" Southward, well known in advertising circles because of his good work as executive secretary of the Chicago Federated Advertising Club, has opened an advertising agency to be known as Southward & Associates (134 N. LaSalle St., Chicago 2, Ill.). He is going to specialize in reciprocal trade agreement advertising programs. . . . Leston Huntley, who for the past 2½ years has written promotional material for Harry & David, Bear Creek Orchards, Medford, Oregon, recently joined the Folks on Gospel Hill, Marion, Ohio as vice-president and creative director. . . . Joan Koob, formerly with Walter Black Company, New York, and Bill Steiner, formerly with Young America, New York, have formed a direct mail consulting firm, Steiner & Koob, located at 10 E. 39 St., New York . . . Robert W. Fox, who was formerly connected

with Lee Howard Associates, has become sales manager of St. John Associates, New York . . . Robert D. Towne, long a familiar figure in National Industrial Advertisers Assn. circles, has purchased and is now the sole owner of the 17-year old agency founded by his father, W. L. "Bill" Towne. Bill, well known to many direct mail folks, will continue to serve in a consulting capacity but will take life a lot easier. . . . B. H. Bunn Company, manufacturers of tying machines, built themselves a new plant recently and are now located at 7605 Vincennes Ave., Chicago. Will have much greater production capacity. . . . E. Wright "Tommy" Thompson has retired from Dickie-Raymond, Inc. of Boston for reasons of health. He has been succeeded by Johnston Bird, who for many years has been with the D-R organization as copywriter, art director and more recently as director of creative planning. . . . Kenneth B. Willson has been elected president of the National Better Business Bureau,

405 Lexington Ave., New York 17, N. Y. to succeed the late Edward L. Greene. Allan E. Backman will be executive vice-president. . . . Karl M. Wehinger, New York employment agency man (180 Broadway, New York), was recently given the National Employment Board's 1952 Award for outstanding achievement in direct mail advertising. Karl has been well known for his monthly house magazine designed to help employer clients find suitable personnel and executives.

"Sculpture is very easy, isn't it?" asked a sweet young thing at an exhibition of statuary.

"Very, very easy," replied the sculptor. "You just take a block of marble and a chisel and knock off all the marble you don't want."

From—"The Notebook of a Printer," h.m. of The Seyler-Nau Company, 490 Pike Street, Cincinnati 2, Ohio.

Just about like writing a letter. Take a dictionary and cut out all the words you cannot use.

"L.I." . . . has always been a losing proposition!

Imagine, if you can, the publisher of a weekly newspaper who would not jump at the opportunity of printing a non-competitive periodical or catalog during idle press time. And what radio or TV manufacturer would turn down a contract to produce "privately labeled" units for a non-competitive outlet, during a slack period?

"LIST IDLENESS," like idle machines or assembly lines, represents losses instead of profits! The country's most responsible owners of customer and prospect mailing lists have found out long

ago that the periodic rental of their names to non-competitors not only increases the responsiveness of their lists, but enables them to realize a substantial extra profit.

So if you have a mailing list of 5000 or more names, and you want it to collect gold dust instead of dust, let us rent it for you. You don't sell your list, in fact it never leaves your premises. You simply rent your list to our nationally known clients and collect as much as \$15 per thousand names on a royalty-for-each-use basis. The coupon will bring you full details.

willa MADDERN, inc. 215 FOURTH AVE., N. Y. 3, N. Y. • Charter Member of the National Council of Mailing List Brokers

Without any obligation, send us complete details about the profits we can make from the rental of our mailing list to non-competitive users.

Name _____ Company _____
Address _____ City _____ Zone _____ State _____

FOR MAILING

large envelopes
samples
direct advertising
house organs
and other duplicate mailings

**you can't beat
DUPLISTICKERS!**

Write today for your sample package of Duplistickers... see how they will save you time and money on mailings.

EUREKA SPECIALTY PRINTING CO.
558 Electric Street - Scranton 9, Penna.

DUPLISTICKERS are made only by Eureka

ADVERTISING SPECIALTIES
To Create Good-Will for You

"MIDGET" CHECK PROTECTOR

The "Midget" made of durable plastic, protects your checks. Permits user to unobscure figure portion of check. Excellent premium. Priced as low as 10¢ 1,000 quantity. Ask for Bulletin #1.

THE LYN-RITER BALL POINT PEN

A fine quality-made instrument, quick drying permanent ink, available in four colors—maroon, blue, black and green, with your company name. As low as \$15.00 per 100 pens in 1,000 quantity. Ask for Bulletin #2.

These are but two of the thousands of specialties of every conceivable variety. Send us your problem and we'll solve it with suggestions by return mail. We're specialists to make this your headquarters.

ECONOMY NOVELTY & PRINTING CO.
225 WEST 39th STREET
(Near Times Square)
Pennsylvania 6-1215

SHORT NOTES DEPARTMENT

(Continued from Page 15)

by The Bruce Publishing Co., 400 N. Broadway, Milwaukee 1, Wis. Price per copy \$1.96.

□ **WHAT'S THIS? DEPARTMENT:** The New York State Labor Department has mailed to lettershops, application forms for renewal of their permits to distribute homework typing. (Permits under Corsi's Order No. 5 must be renewed yearly.) A clause in this year's application seems to be a hidden joker. Under "instructions" is this sentence: "All materials distributed to homeworkers must be owned by you, and be distributed by you directly to homeworkers." There isn't a lettershop in the world which would qualify under those conditions. Envelopes on which addressing is done are owned by the lettershop customers. So it looks like the Department of Labor is still trying to kill off homotyping entirely. That is what the Commie-influenced union wants. As this item is written, the Board of Standards and Appeals has not yet made a ruling on the petitions against the Order controlling home typing. The hearings ended more than a year ago. No one seems to know the reason for the long delay.

□ **DATES TO REMEMBER:** The 1953 direct mail conventions will be staged in Detroit, Mich. at the Statler Hotel. The Mail Advertising Service Assn. will meet from September 26 to 29. The Direct Mail Advertising Assn. will meet on September 30, October 1 and 2. Those of you who remember the difficulty of getting last minute reservations in Washington should plan further ahead for next year. Write to the Statler direct and arrange for your room accommodations. This reporter made his Detroit reservations the day following the close of this year's convention.

□ **THE IDEA OF BIGNESS** was put across in an impressive manner by the Advertising Department of H. & A. Selmer, Inc., Elkhart, Indiana. Their latest band instrument catalog (No. 170) was mailed in a big cardboard container. An enormous, spiral-bound 17½ x 22½ inch booklet with laminated stiff cover. Sixteen big pages describe the musical instruments now being offered for sale. It is an outstanding job by a

company who is certainly not bothered by increased postage rates. It cost 75¢ postage to mail the sample copy to The Reporter. No other form of advertising could furnish the vehicle to make such a realistic impression of richness, stability and strength.

□ **THE NEW PRESIDENT** of the Printing Industry of America, Inc. is our old friend, John M. Wolff, Jr., vice-president and director of Western Printing and Lithographing Co., St. Louis, Mo. He was elected at the organization's 66th Annual Convention the week of October 10 at St. Louis. PIA now has a membership of 4,000 printing and lithographing companies. Its members do an estimated 85% of the country's annual volume of more than four billion dollars. Next year's convention will be held in the fall at the Edgewater Beach Hotel in Chicago. Dates to be announced later.

□ **DIRECT MAIL DOLLAR VOLUME** for the first nine months of 1952 was \$856,936,423—a 10% gain over same period in 1951. For September, the DMAA's estimate was \$99,862,486—a 17% gain over September 1951. This year's total should be well over the billion mark.

□ **ARTHUR MARTIN KARL** of Names Unlimited (352 Fourth Avenue, New York 10, N. Y.) is celebrating his 25th year in business . . . which just about fixes the date when "list brokerage" or the rental of mailing lists came into direct mail picture. At first, it was difficult to get owners of lists to rent them to others, but now list brokers schedule well over fifty million pieces per month. Prior to forming his own organization, Arthur was with Biow Agency and later with Educational List Company. Is active in all direct mail circles . . . and particularly busy as Executive Vice President of Associated Third Class Mail Users.

□ **THE COUNTRY** has survived the turmoil of another presidential election. Always has . . . in spite of oratorical alarms. Hope YOUR man won . . . but if he didn't, be a good sport and get down to business and to supporting all efforts to make this country better and stronger. We may have differences of opinion, but most of us want the same identical end results. Security and prosperity. PLAN for both.

1

**the most important
single factor in the
ultimate success of
your direct mail advertising
...the mailing list***

*

Today the SUCCESSFUL direct mail advertiser watches his mailing lists more closely than ever before. No matter how elaborate or costly his campaign — he knows that in the final analysis, it is his mailing list that determines whether his sales literature secures live, active readership . . . readership that makes every name a potential buyer, not a dead vital statistic.

At Berliner we have been serving American business for 28 years. Our mailing lists are highly productive because we treat every order individually. Your list is always fresh and up-to-the minute, compiled accurately by researchers, statisticians, and engineers from the latest records.

The Berliner catalog, furnishing latest counts on hundreds of lists, is yours for the asking. Please request a copy on your business letterhead.


Please write to Department D-10



Berliner MAILING LISTS, INC.

840 BROADWAY, NEW YORK 3, N. Y.
Oregon 3-7550 Established 1924

Christmas 1952

hristians again honor the Nativity of Christ. This Christmas, let everyone attend church to pray and give thanks for the Prince of Peace — whose birth brought new hope and understanding to the world. * * * As Americans, let us ever be mindful of our great privilege to worship God, without fear. Let us pray for those less fortunate who are not so endowed. Through Christ's teachings, let us strive to be better men and to be charitable to all. * * * Let us pray for the sick and those weighed with grief — for our brave men and women in our armed forces — for the unbelievers, that they might see the Light and join the fellowship of man. * Let us pray for divine guidance to our country's newly chosen leaders that they may govern with wisdom, foresight and courage and promote unity and peace among all nations. *

INTERNATIONAL PAPER COMPANY